

Continuous Intellectual Property Process

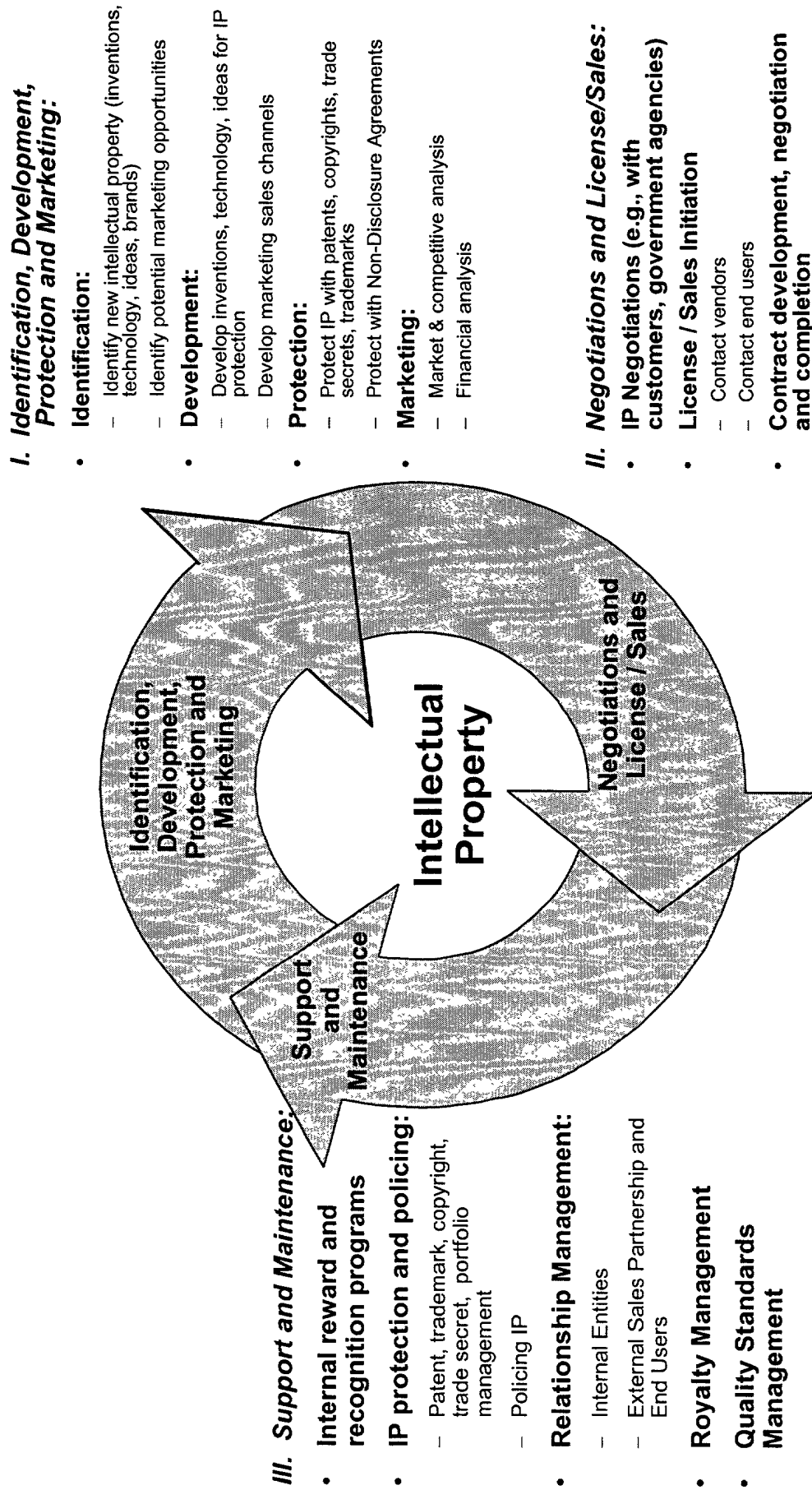
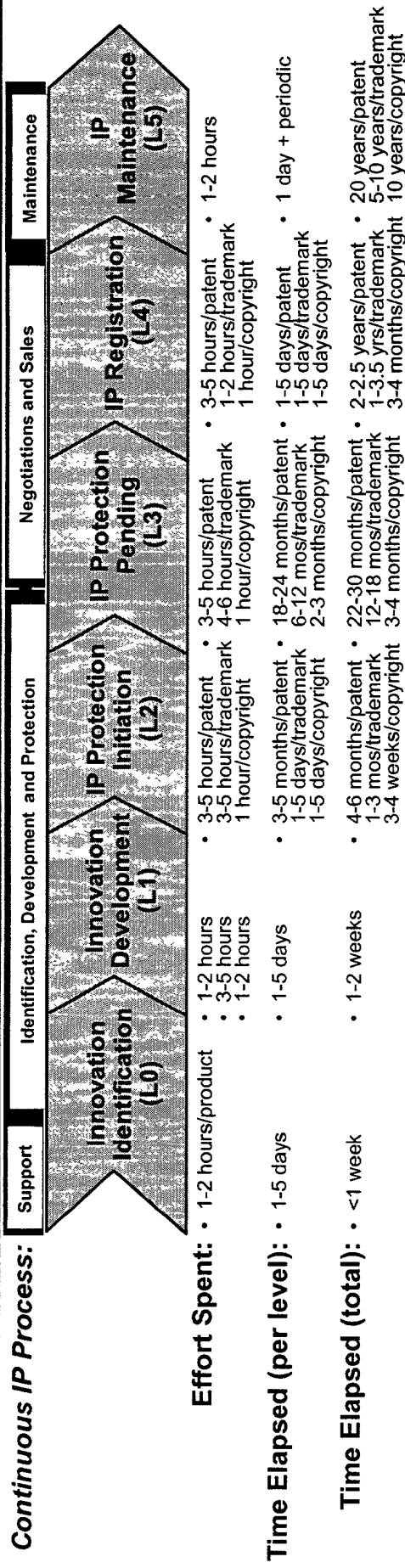


FIG. 1

IP Protection Life Cycle

Continuous IP Process:



Note: Trade secrets need not be registered, but reasonable steps must be taken to keep secret, including proper markings and use of Non-Disclosure Agreements.

IP Protection Activities:

<ul style="list-style-type: none"> Internal awareness and education Internal relationship building Identify protection opportunities Identify type of protection(s) needed Catalog and quality opportunities Notification to IP Marketing for marketing IP Protection team member assigned 	<ul style="list-style-type: none"> Further educate innovation generator on information needed for IP protection Assist innovation generator in getting innovation to point for protection with IP Assist IP Marketing with technical understanding Disclosure form received Clearance Searches 	<ul style="list-style-type: none"> Assess disclosure form Notification to IP Protection legal Verify disclosure award received (if any) Follow up with innovation generator and legal Application filed 	<ul style="list-style-type: none"> Verify filing award received (if any) Assist innovation generator with issues relating to using innovation while IP protection pending Follow up with legal regarding status Review written documents from government agency where application filed & assist in response 	<ul style="list-style-type: none"> Assist in notification to innovation generator Assist innovation generator in marking registration information Assist innovation generator in understanding extent of IP protection Verify registration 	<ul style="list-style-type: none"> Verify issuance award received (if any) Record all relevant IP information Internal follow up IP policing
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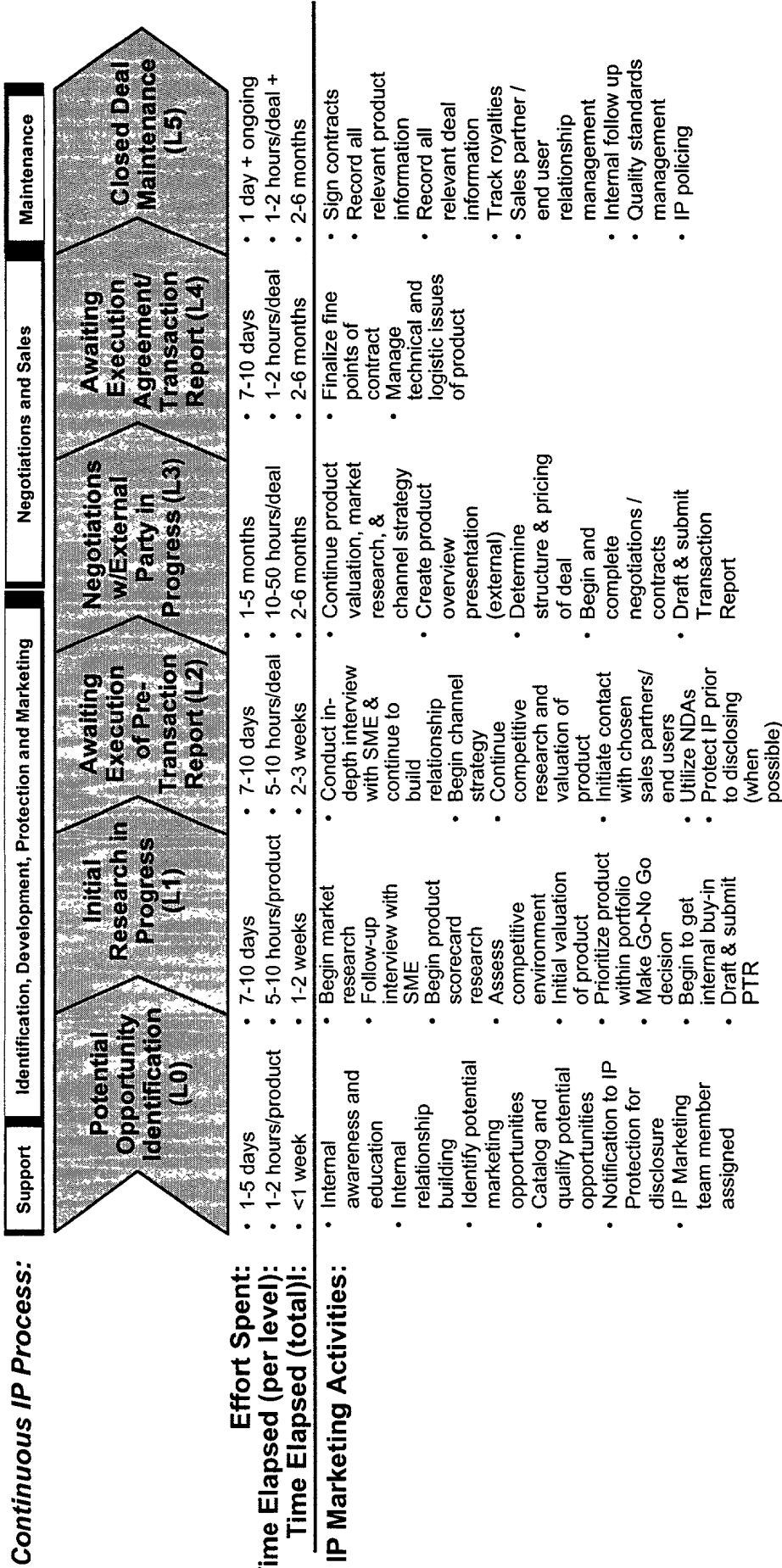
Measures:

<ul style="list-style-type: none"> Innovations identified (#/types) Quality of innovations 	<ul style="list-style-type: none"> # Disclosures Innovation attributes known and cataloged 	<ul style="list-style-type: none"> # Applications filed Quality of applications 	<ul style="list-style-type: none"> Proper innovation usage during IP Pendency 	<ul style="list-style-type: none"> # Registration Proper markings 	<ul style="list-style-type: none"> IP attributes cataloged
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FIG. 2

IP Marketing Life Cycle

Continuous IP Process:



Measures:

- Products identified
- Quality of products

- Product attributes known & cataloged

- PTR for all deals

- Accuracy of valuations
- Terms of deals
- # times contract reworked

- TR for all deals

- Revenues
- % licensed with patent protection
- Deal attributes cataloged

FIG. 3

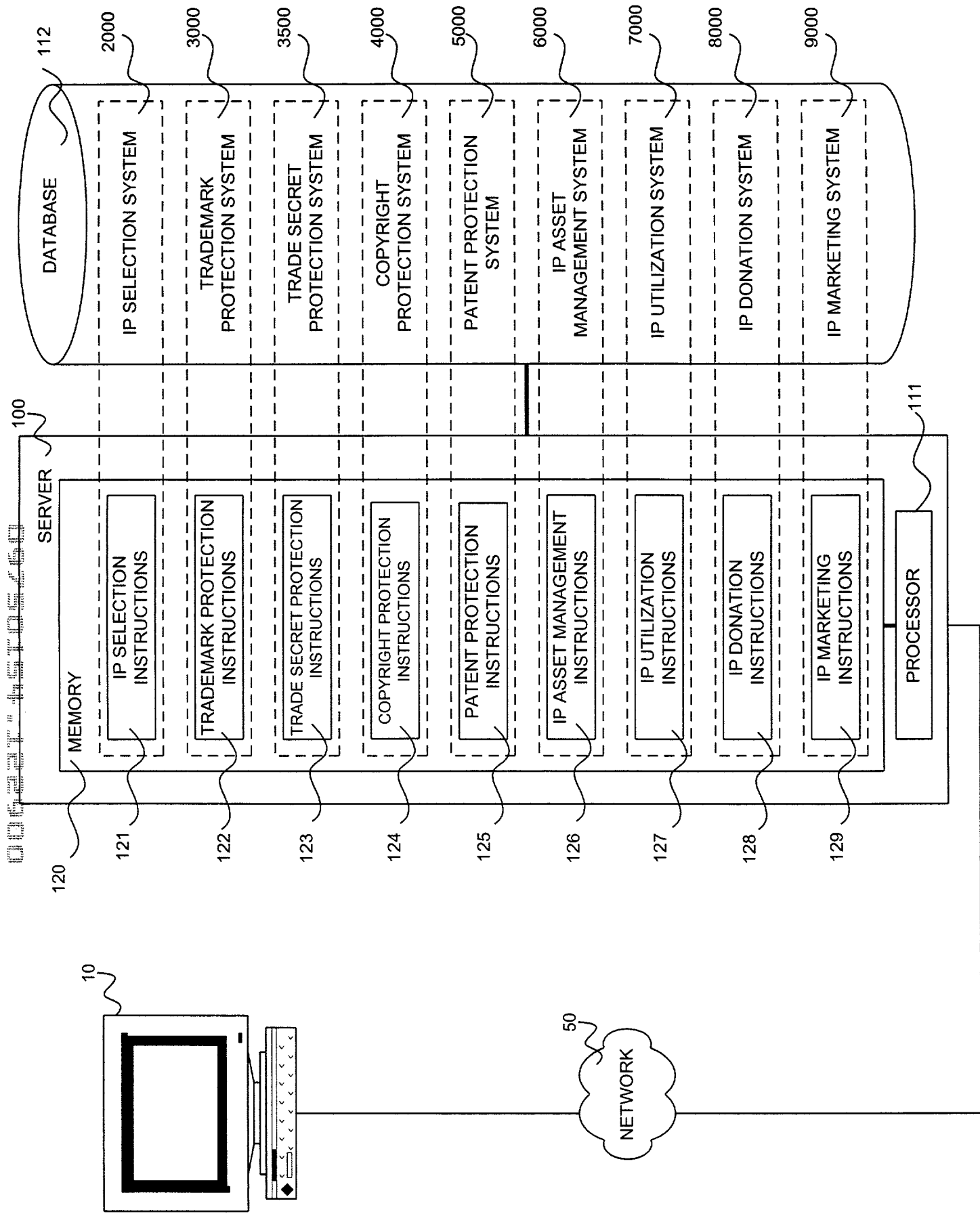


FIG. 4

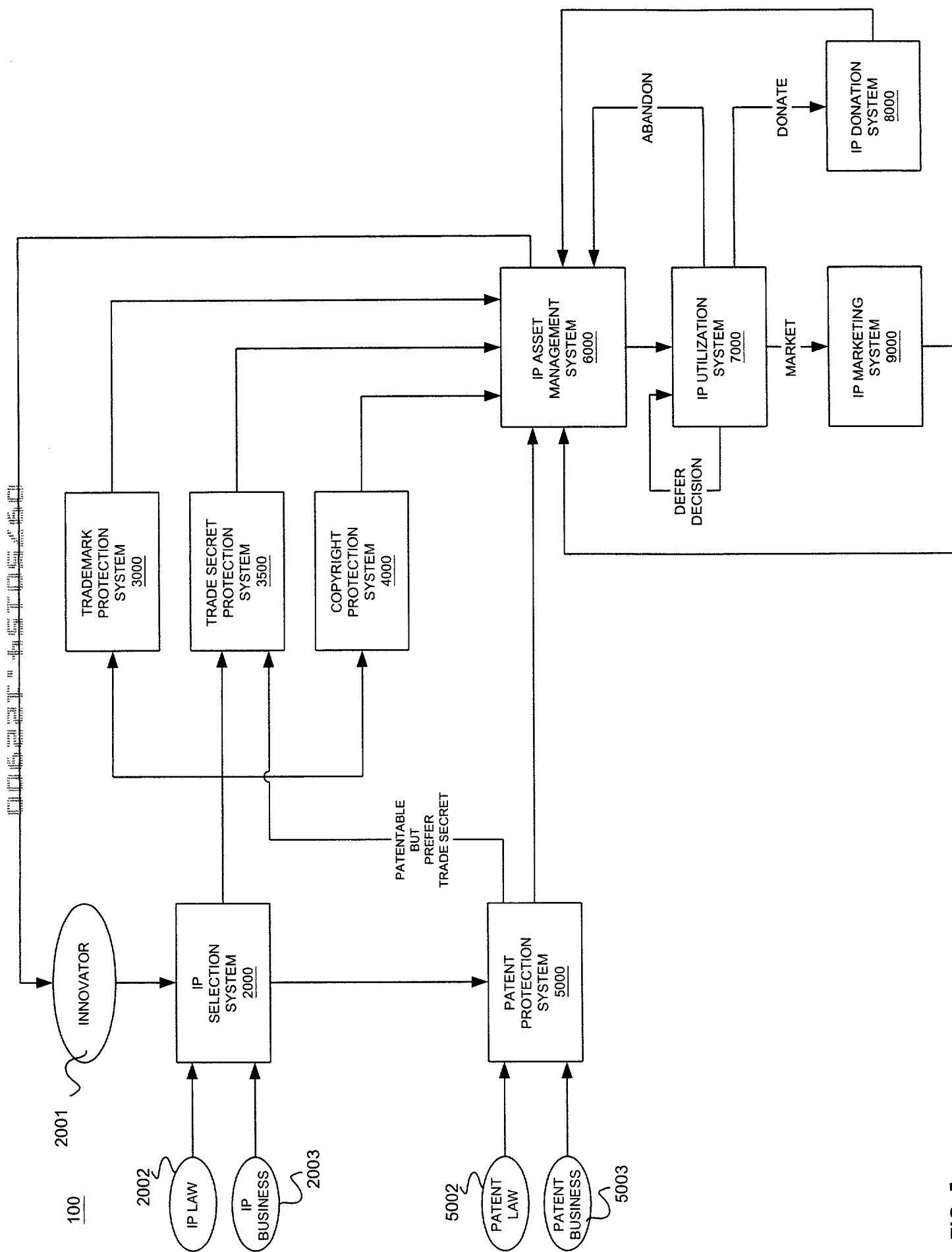


FIG. 5

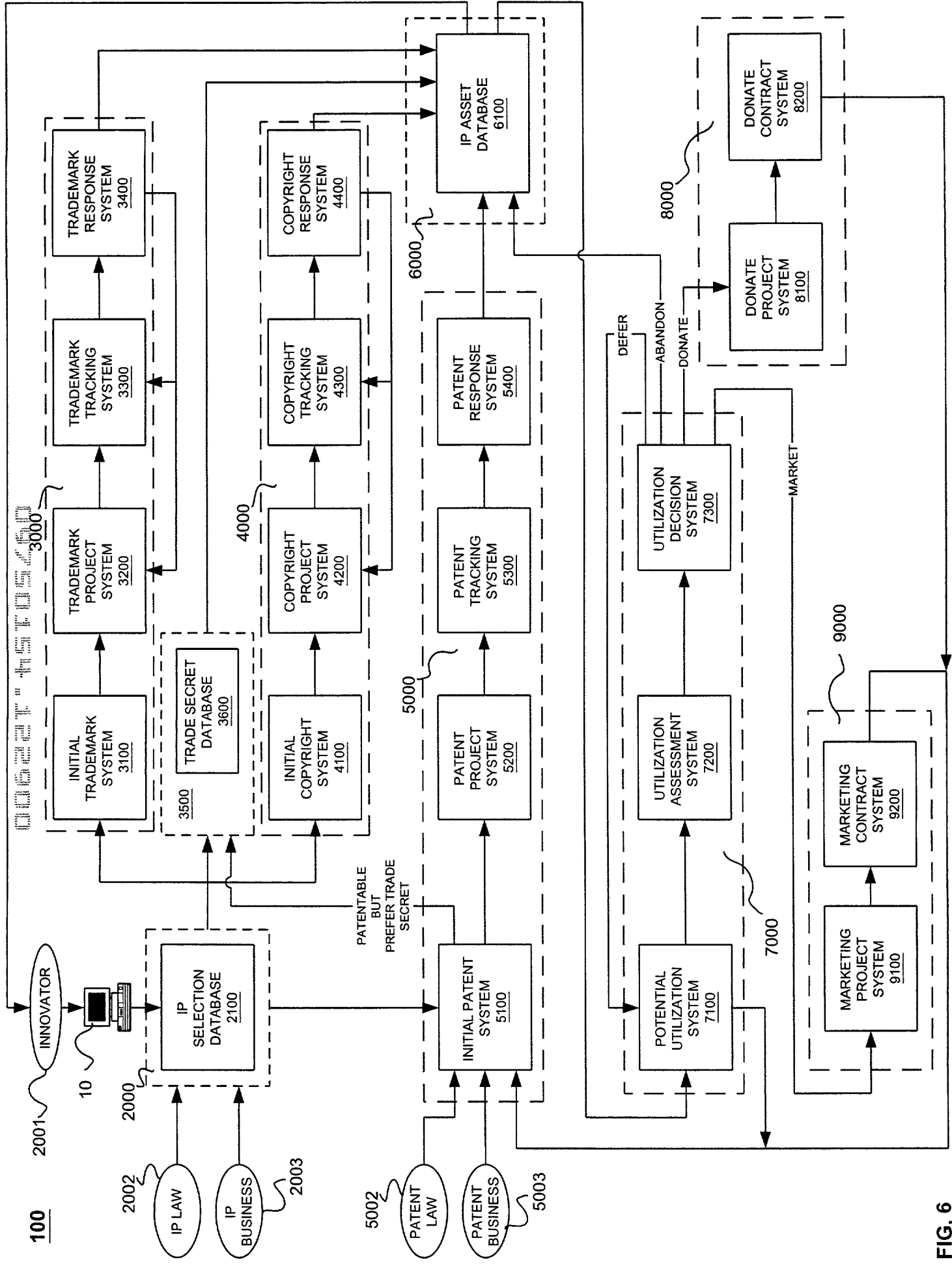


FIG. 6

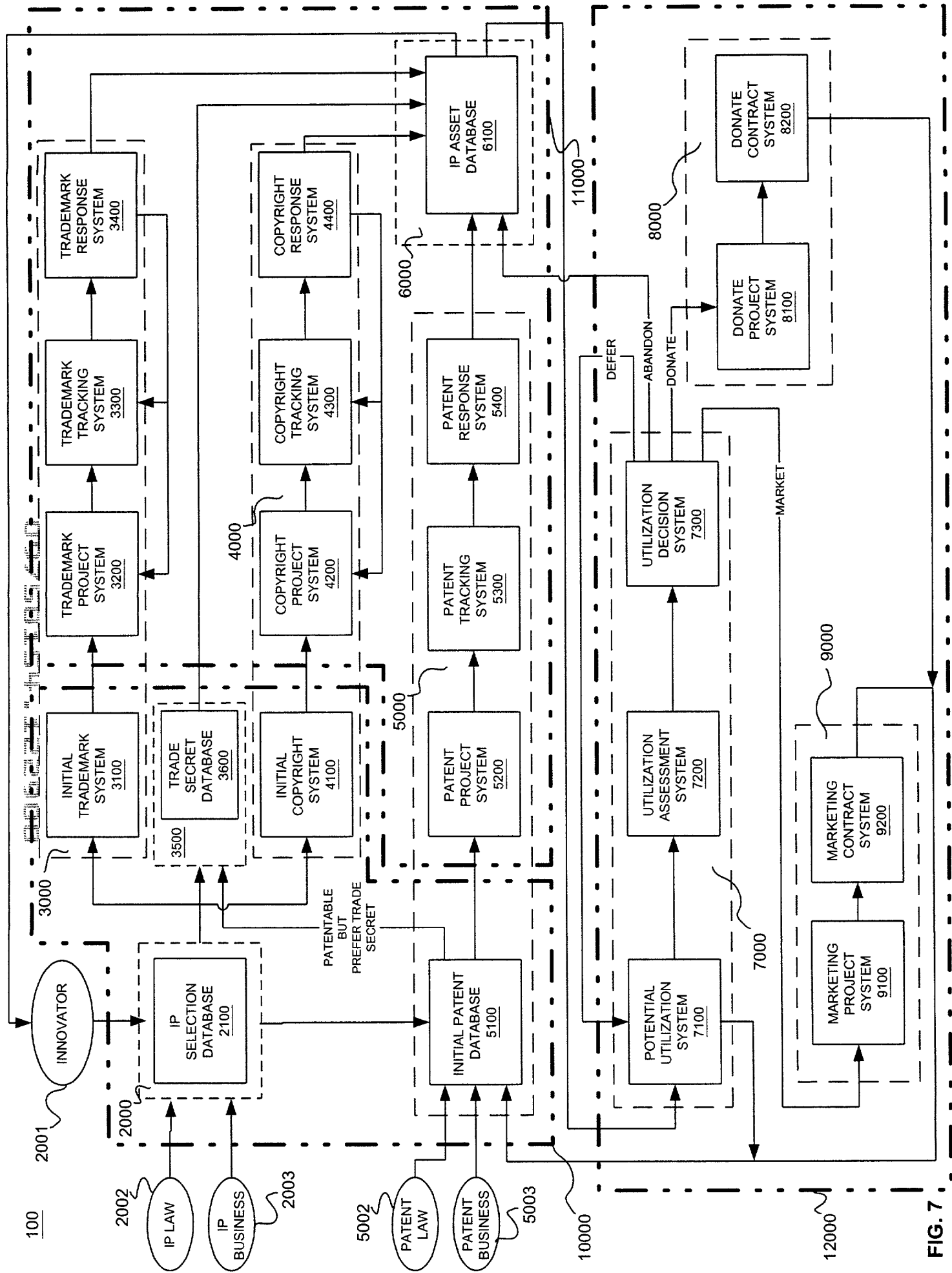


FIG. 7

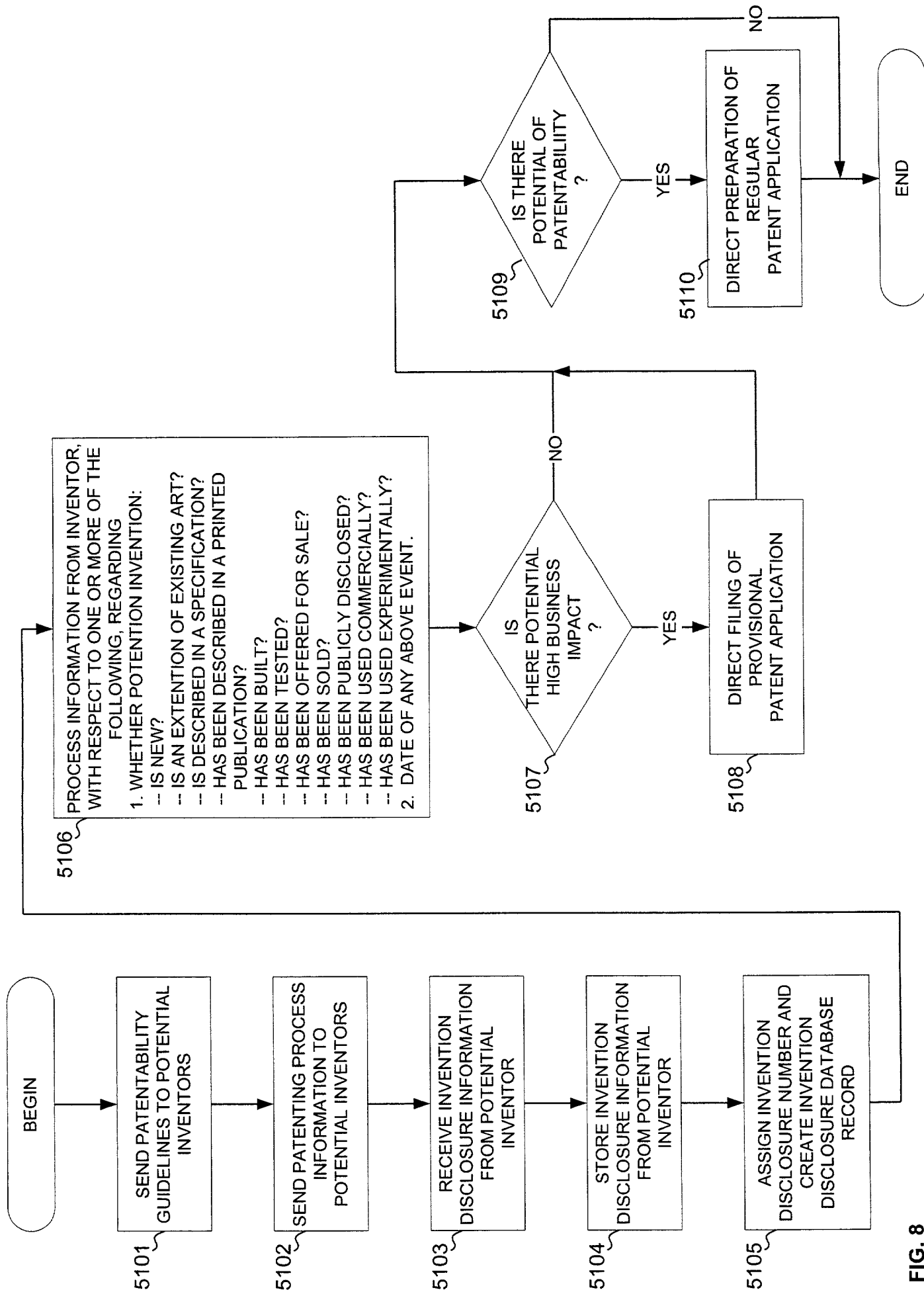


FIG. 8

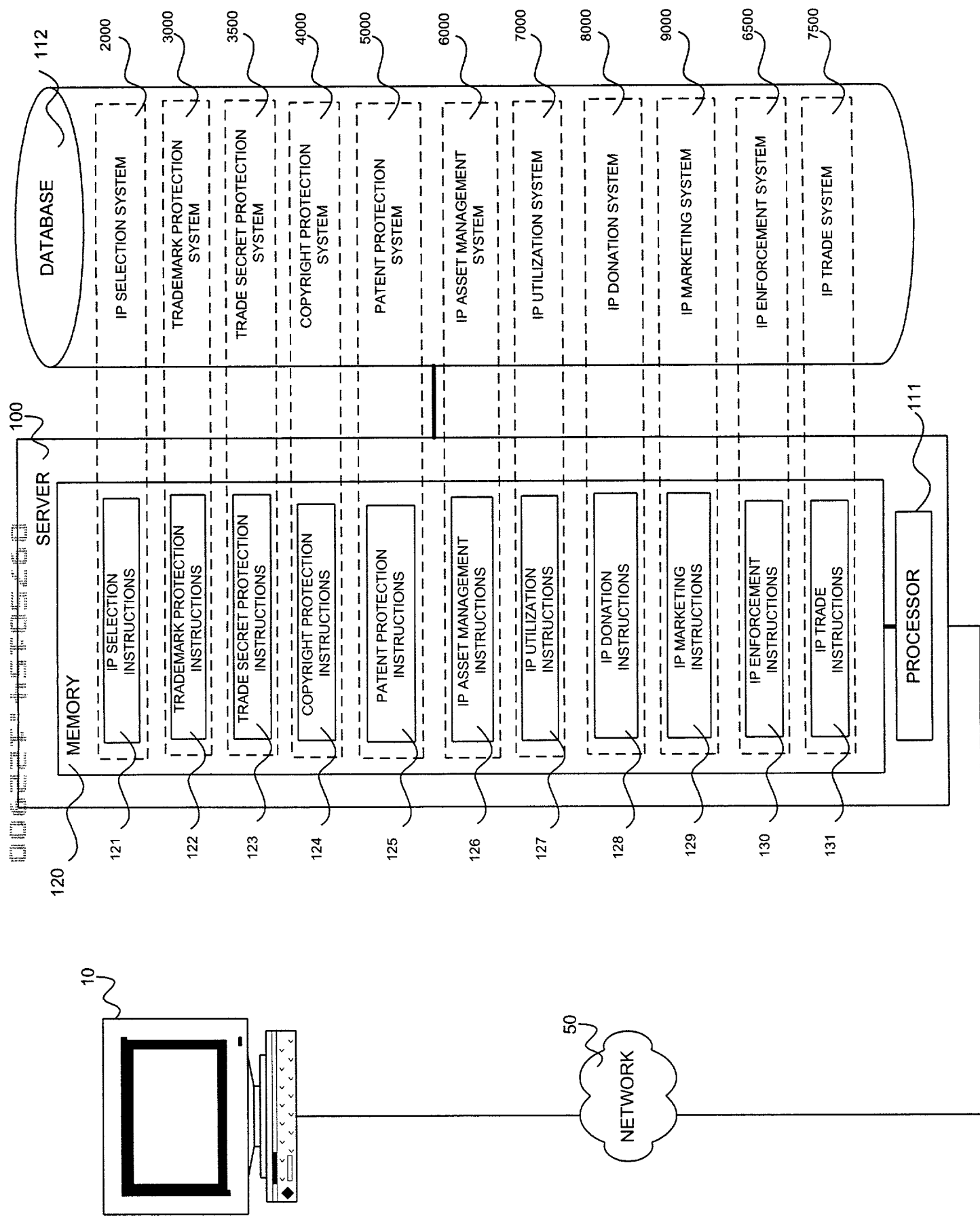


FIG. 9

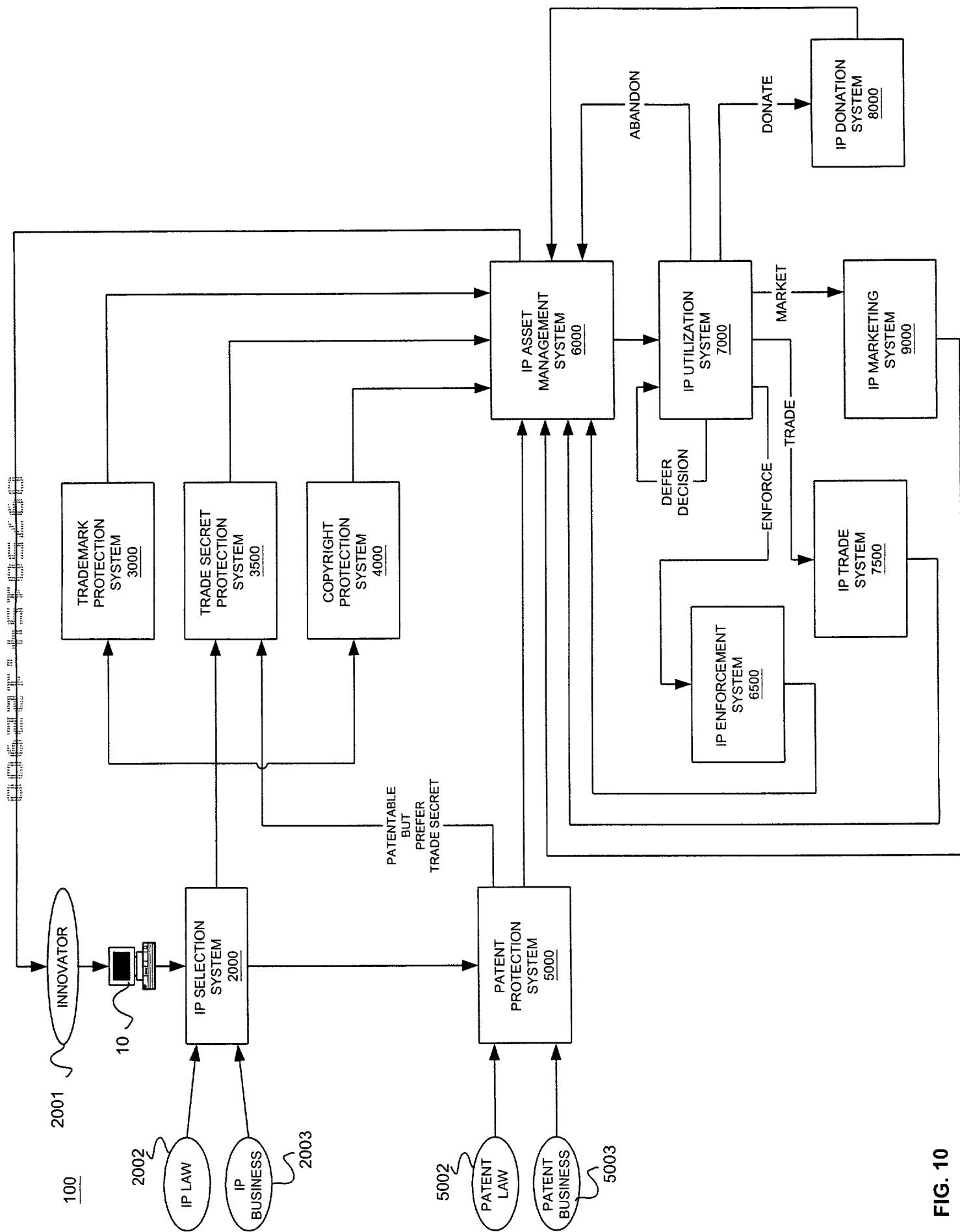


FIG. 10

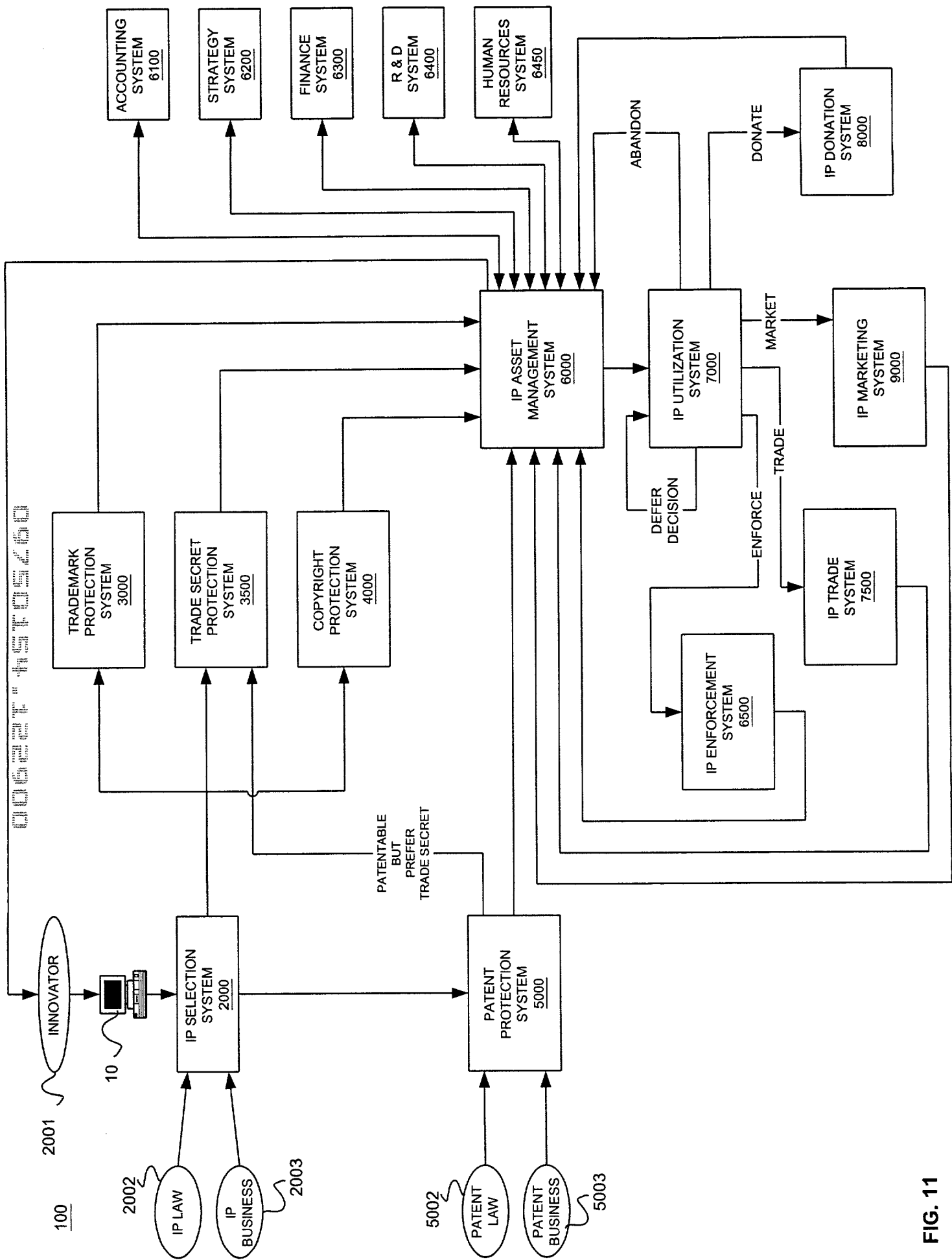


FIG. 11

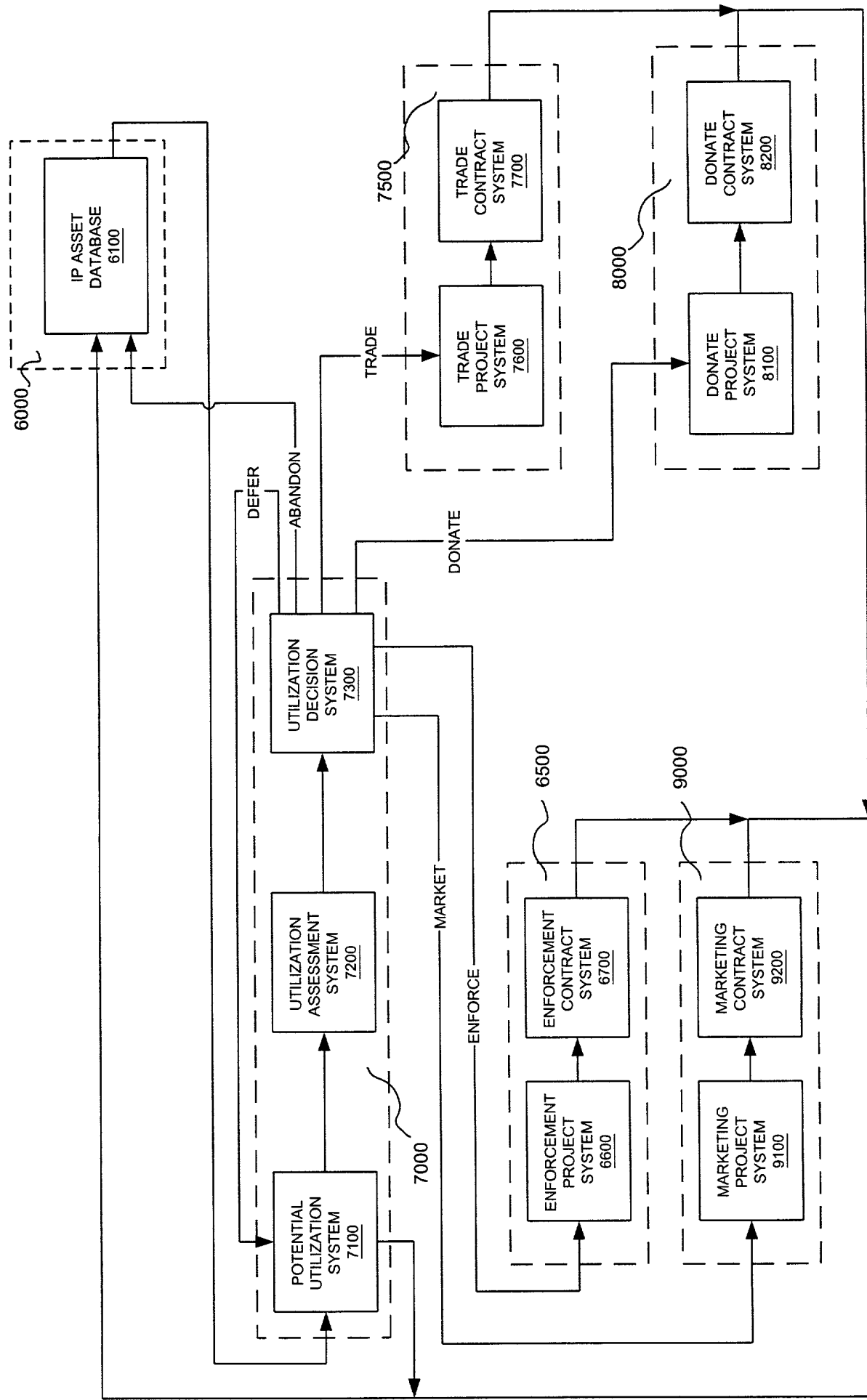


FIG. 12

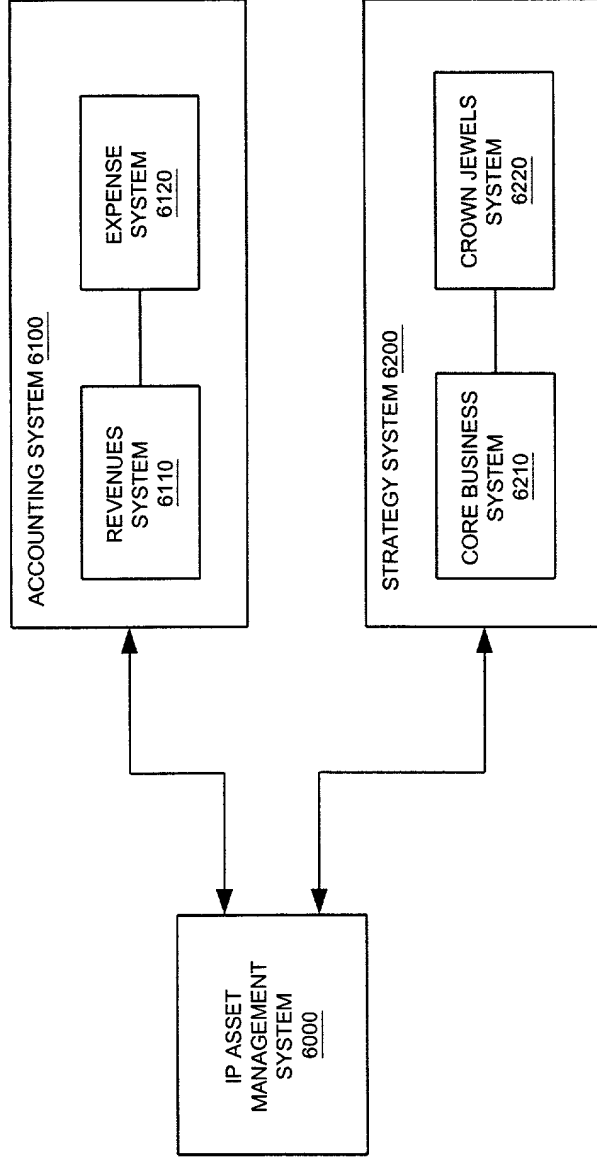


FIG. 13

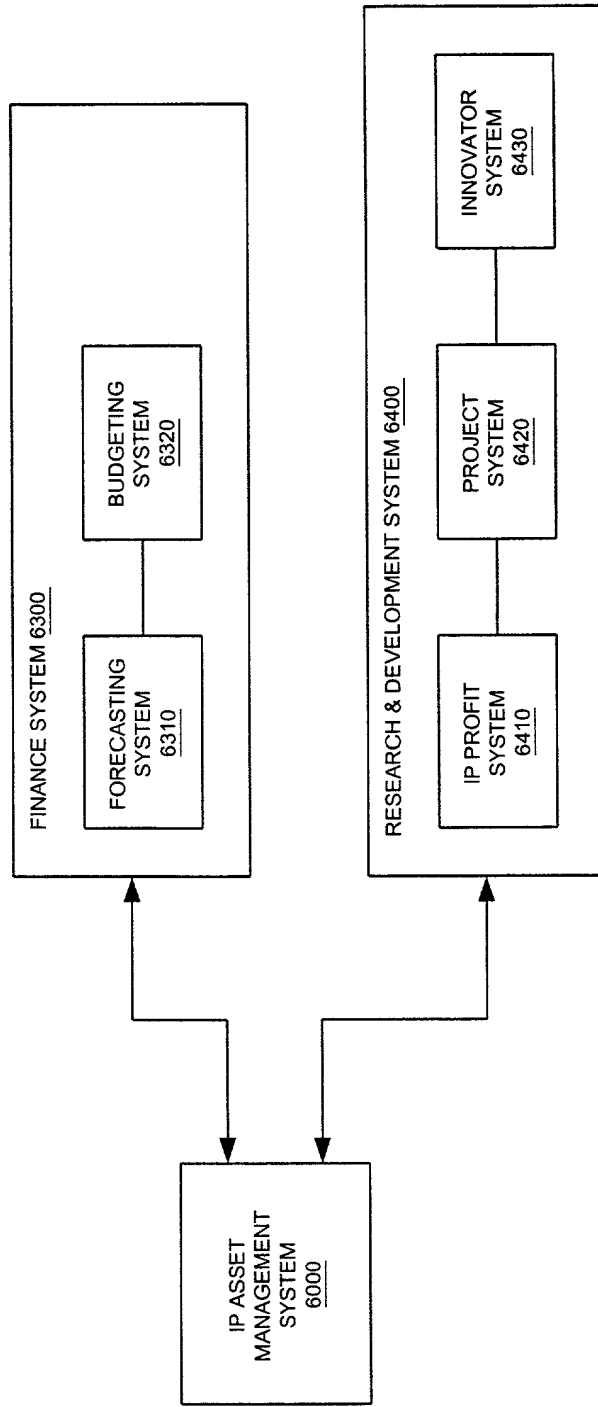


FIG. 14

	PRODUCT	B/U	LEAD	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	GOAL	\$	%
1	PRODA	BUB	X						42					2001	3.5M	0.5
2	PRODB	BUC	Z										45	4Q 00	1M	0.9
3	PRODC	BUA	Z				35							4Q 00	3.5M	0.25
4	PRODD	BUA	Y					35						4Q 00	3.5M+	0.5
5	PRODE	BUD	X					35						4Q 00	3.5M	0.05
6	PRODF	BUE	W					35								
7	PRODG	BUD	W		35											
8	PRODH	BUC	X					35						2001	500K	
9	PRODI	BUE	Z						35					2001		
10	PRODJ	BUE	X					40						2001	5M	0.33
11	PRODK	BUB	W								47			2001	6M	0.9
12	PRODL	BUD	Y	31X										-----	-----	-----
13	PRODM	BUB	Y					35								
14	PRODN	BUA	W				38							2001		
15	PRODO	BUC	Y	36X										-----	-----	-----
				INITIAL RESEARCH	MARKET RESEARCH	PTR	MARKET PLAN	SELL	NEGOTIATE	TR	EXECUTE CONTRACT	SETUP CONTRACT	AUDIT CONTRACT			

FIG. 15

	PRODUCT	B/U	LEAD	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	GOAL	\$	%
1	PRODF	BUE	W					35								
2	PRODG	BUD	W		35											
3	PRODK	BUB	W								47			2001	6M	0.9
4	PROD N	BU A	W				38							2001		
5	PRODA	BUB	X						42					2001	3.5M	0.5
6	PRODE	BUD	X					35						4Q 00	3.5M	0.05
7	PRODH	BUC	X					35						2001	500K	
8	PROD J	BUE	X					40						2001	5M	0.33
9	PRODD	BU A	Y					35						4Q 00	3.5M+	0.5
10	PRODL	BUD	Y	31X										-----	-----	-----
11	PRODM	BUB	Y					35								
12	PRODO	BUC	Y	36X										-----	-----	-----
13	PRODB	BUC	Z										45	4Q 00	1M	0.9
14	PRODC	BU A	Z				35							4Q 00	3.5M	0.25
15	PRODI	BUE	Z						35					2001		
				INITIAL	MARKET	RESEARCH	MARKET	RESEARCH	SELL	NEGOTIATE	TR	APPROVAL	EXECUTE	SETUP	AUDIT	CONTRACT

FIG. 16

	PRODUCT	B/U	LEAD	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	GOAL	\$	%
1	PRODB	BUC	Z										45	4Q 00	1M	0.9
2	PRODK	BUB	W								47			2001	6M	0.9
3	PRODA	BUB	X						42					2001	3.5M	0.5
4	PRODI	BUE	Z						35					2001		
5	PRODD	BUA	Y					35						4Q 00	3.5M+	0.5
6	PRODE	BUD	X					35						4Q 00	3.5M	0.05
7	PRODF	BUE	W					35								
8	PRODH	BUC	X					35						2001	500K	
9	PRODM	BUB	Y					35								
10	PROD J	BUE	X					40						2001	5M	0.33
11	PRODC	BUA	Z				35							4Q 00	3.5M	0.25
12	PRODN	BUA	W				38							2001		
13	PRODG	BUD	W		35											
14	PRODL	BUD	Y	31X										----	----	----
15	PRODO	BUC	Y	36X										----	----	----
				INITIAL RESEARCH	MARKET RESEARCH	PTR	APPROVAL	MARKET PLAN	SELL	NEGOTIATE	TR APPROVAL	EXECUTE CONTRACT	SETUP CONTRACT	AUDIT CONTRACT		

FIG. 17

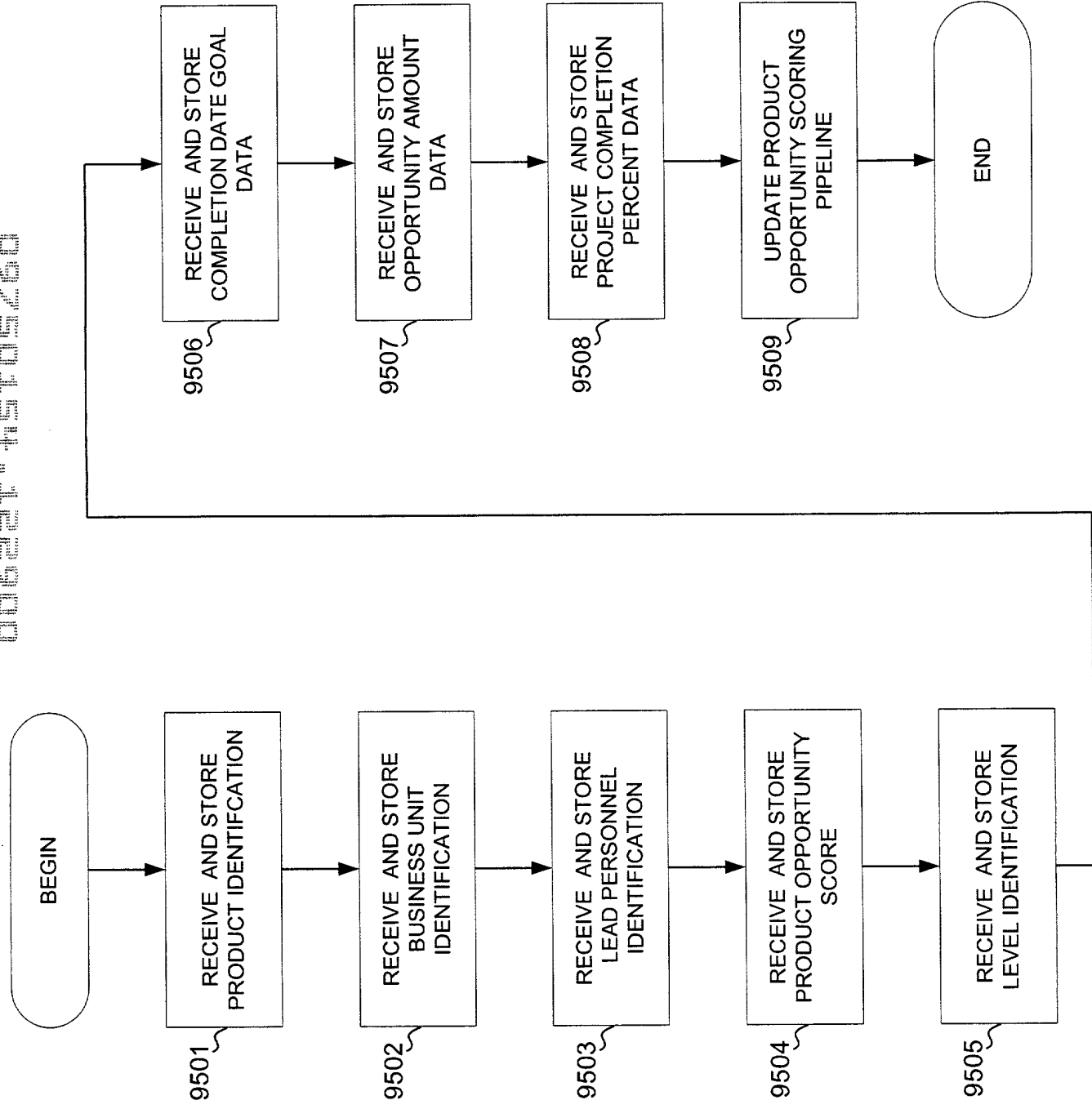


FIG. 18

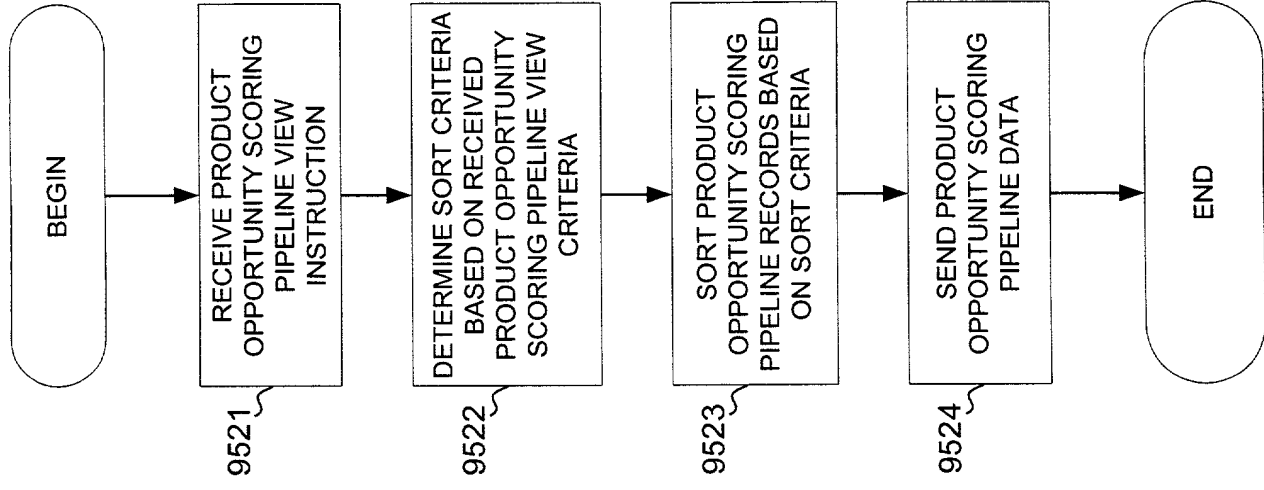


FIG. 19

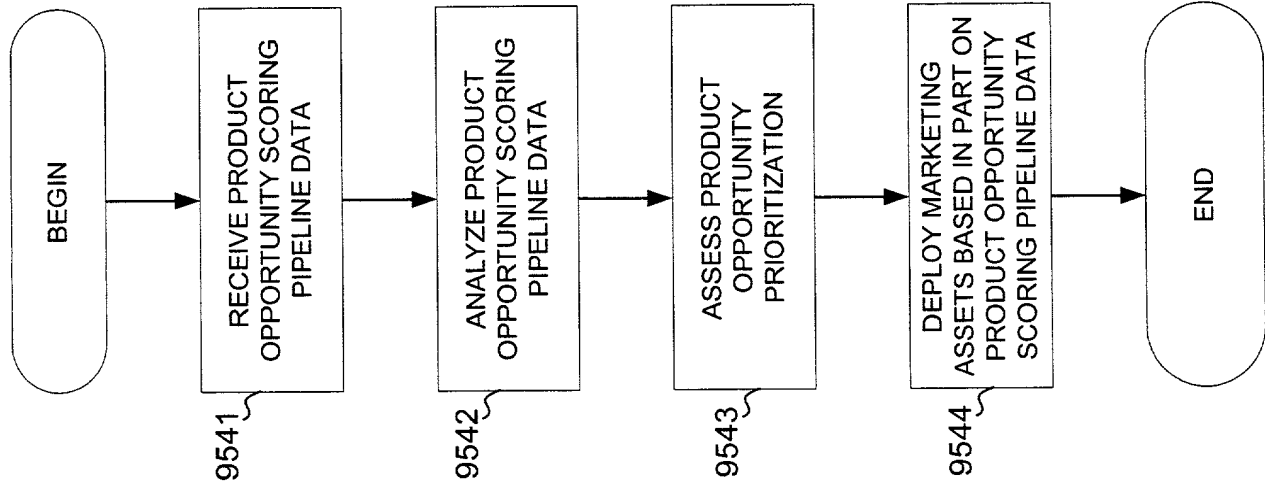


FIG. 20

Intellectual Property Development, Marketing and Maintenance Database System

IP Marketing Database - Tables

Table	Description
Companies	Table of companies
Marketing Opps	Table of IP marketing opportunities

IP Marketing Database - Companies Table

Field Name	Data Type	Description
Formal Name	Text	Mailstop

IP Marketing Database - Marketing Opps Table

Field Name	Data Type	Description
Opp #	AutoNumber	
Status	Text	
Estimated Mktg Date	Date/Time	
Product/Project Name	Text	
Product Group	Text	
Product Type	Text	
Type of IP Involved	Text	
BellSouth Entity	Text	
BellSouth Contacts	Memo	
BIPMAN Contact1	Text	
BIPMAN Contact2	Text	
BIPMAN Contact3	Text	
BIPMAN Contact4	Text	
Mktg Participant Name	Text	
Mktg Participant Address1	Text	
Mktg Participant Address2	Text	
Mktg Participant City, State,	Text	
Mktg Participant Contacts	Memo	
Mktg Participant Type	Text	
Deal Size	Text	
Estimated Deal Range	Text	
Estimated Deal Value	Text	
Priority	Text	
Description of Opportunity	Memo	
Background of Deal	Memo	
Financial Analysis	Memo	
Competitive Analysis	Memo	
Status of Deal	Memo	
Anticipated Timelines	Memo	
Pre-Trans Approval Person	Text	
Pre-Trans BellSouth Co	Text	
Title of Pre-Trans Approver	Text	
Date Pre-Trans Approved	Date/Time	
Final Bus Approval Person	Text	
Final Bus Approver's BellSouth	Text	
Title of Final Bus Approver	Text	
Date Final Bus Approved	Date/Time	
Final Legal Approval Person	Text	
Final legal Approver's BellSouth	Text	
Title of Legal Bus Approver	Text	

FIG. 21

Date Legal Bus Approved	Date/Time	
Follow-Up Date	Date/Time	
Follow-Up Needed	Memo	
Patent Status	Text	
IT Platform	Memo	
Level 1 Date	Date/Time	
Level 2 Date	Date/Time	
Level 3 Date	Date/Time	
Level 4 Date	Date/Time	
Level 5 Date	Date/Time	
Sub-entity	Text	
Top25	Yes/No	
IP Marketing Database - Queries		
Queries		Description
CoAlphaSort		
Level 0 WIP Report		
Level 1 WIP Report		
Level 2 WIP Report		
Level 3 WIP Report		
Level 4 WIP Report		
Level 5 WIP Report		
Marketing Opps Query		
Most Recent New Deals		
Opportunity Summaries - Specify 1 Entity Only		
Report by Entity-Specify 1 Entity Only		
Top 25 Report		
IP Marketing Database - Forms		
Forms		Description
Marketing Opps		
IP Marketing Database - Reports		
Reports		Description
Deal Overview by Vendor		
Level 0 WIP Report		
Level 1 WIP Report		
Level 2 WIP Report		
Level 3 WIP Report		
Level 4 WIP Report		
Level 5 WIP Report		
Most Recent New Deals		
Opportunity Summaries - ALL		
Opportunity Summaries - Specify 1 Entity Only		
Report by Entity - All		
Report by Entity-Specify 1 Entity Only		
Sales Funnel by Status		
Sales Funnel Tracking by Date		
Top Deals Report		

FIG. 22

Contract Tracking Database - Tables		
Tables		Description
Agreement Types		
Companies		
Contracts Listing		
Contract Tracking Database - Agreement Types Table		
Field Name	Data Type	Description
ID	AutoNumber	
Agreement Type	Text	
Description	Memo	
Contract Tracking Database - Companies Table		
Field Name	Data Type	Description
ID	AutoNumber	
Field1	Text	Company names
Contract Tracking Database - Contracts Listing Table		
Field Name	Data Type	Description
ID	AutoNumber	
First Pary	Text	
Second Party	Text	
Third Party	Text	
Effective Date	Date/Time	
Termination or Renewal Date	Date/Time	
Termination/Renewal Terms	Memo	
Confidentiality Period?	Text	
Executed Copy on File?	Text	
Location of Original	Text	
Additional Comments	Memo	
Agreement Type	Text	
Executed Contract Image	Hyperlink	Link to scanned image of signed original agreement
Other Document Image	Hyperlink	Link to scanned image of signed original agreement
Transaction Report Image	Hyperlink	Link to scanned image of signed original agreement
Affiliate Involved	Text	
Transaction Type	Text	
Types of IP Involved	Text	
Frequency of Payment	Text	
Payment/Royalty Due Date	Date/Time	
Additional Payment Terms	Text	
Amount Due	Text	
1999 YTD Payments	Currency	
2000 YTD Payments	Currency	
2001 YTD Payments	Currency	
2002 YTD Payments	Currency	
2003 YTD Payments	Currency	
IPTYPE 1	Text	
IPTYPE 2	Text	
IPTYPE 3	Text	
IPTYPE 4	Text	
IPTYPE 5	Text	
Project Name	Text	
Contract Tracking Database - Queries		
Queries		Description

FIG. 23

Company Alpha Order		
Unexecuted Agreements		
Contract Tracking Database - Forms		
Forms		Description
Contracts Listing		
Contract Tracking Database - Reports		
Reports		Description
Unexecuted Agreements		

FIG. 24

FIG. 24

Innovation Awards Database - Tables

Tables		Description
Awards		
Company Addresses		
ESP Coordinators		
IP Coordinators		

Innovation Awards Database - Awards Table

Field Name	Data Type	Description
Key #	AutoNumber	Unique Key
Award #	Text	Award ID#
LegalCaseNo	Text	Legal Dept. Case No.
Greeting	Text	Mr., Ms., Dr. etc.
FullName	Text	Recipient's Full Name
CompanyName	Text	Company Name
BusAdr1	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
Phone#	Text	Business Phone
FAX#	Text	Business FAX
IP ID#	Text	Name of IP Coordinator
SupvGreetings	Text	Mr., Ms., Dr. etc.
SupervisorName	Text	Supervisor's Name
SupvBusAdr1	Text	Supervisor's Mailstop
SupvBusAdr2	Text	Supervisor's Street Address
SupvCity	Text	Supervisor's City
SupvState	Text	Supervisor's State
SupvZipCode	Text	Supervisor's Zip
DHGreeting	Text	Mr., Ms., Dr. etc.
DeptHead	Text	Name of Department Head
DHBusAdr1	Text	Department Head Mailstop
DHBusAdr2	Text	Department Head Street Address
DHCity	Text	Department Head City
DHState	Text	Department Head State
DHZipCode	Text	Department Head Zip
Disclosure Received by Legal	Text	Date Disclosure Received by Legal
Disclosure Received by BIPMAN	Text	Date Disclosure Received by BIPMAN
Letter & Gift Sent to Inventor	Date/Time	Date Letter & Gift Sent to Inventor
Date Application Filed	Date/Time	Date Application Filed
Date BIPMAN Notified of Filing	Date/Time	Date BIPMAN Notified by Legal
Filing Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
Filing Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Filing Award Recognized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date Application Issued	Date/Time	Date Application Issued
US Patent Number	Text	US Patent Number
Date BIPMAN Notified of Filing	Date/Time	Date BIPMAN Notified by Legal
Issuance Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
Iss Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Iss Award Recognized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date 5th Patent Issued	Date/Time	Date Application Issued
US Patent Numbers	Text	US PATENT Numbers for 5 Issued Patents

FIG. 25

Date BIPMAN Notified of Inv Ach Awd	Date/Time	Date BIPMAN Notified by Legal
Inv Ach Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
Inv Ach Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Inv Ach Award Recongnized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date General Award Appl Rec'd	Date/Time	Date Application Filed
General Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
General Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
General Award Recognized at Luncheon	Date/Time	Date Award was Recongnized at Inn. Awds. Banquet
Date Article Published	Date/Time	Date Application Filed
Date BIPMAN Notified of Publication	Date/Time	Date BIPMAN Notified by Legal
Rec'd Request for Release Form	Date/Time	Req. for Release Form Rec'd
Publication Award Request sent to IPC	Date/Time	Date Payment Reuquest Sent to IP Coordinator
Confirmation of Payment Red'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Publ Award Recoongized at Luncheon	Date/Time	Date Award was Recongnized at Inn. Awds. Banquet
General Notes	Memo	Comments
Award Type	Text	Type of Award
Gift Received	Text	Gift Sent to Inventor
Disclosure Title	Memo	Title of Patent Disclosure
Application Title	Memo	Title of Patent Application
Patent Title	Memo	Title of Issued Patent
Publication Title	Memo	Title of Published Artcle
General Award Title	Memo	Reason for General Award
\$ Amount of General Award	Text	\$ Amount of General Award
BellSouth Employee	Text	Still with BellSouth?
Dept Title	Text	Department Head's Title
BSCC ESP Disclosure	Text	Designates if disclosure was rec'd thru BSCC ESP Program
ESP Coordinator	Text	ESP Coordinator's Name

Innovation Awards Database - Company Addresses Table

Field Name	Data Type	Description
CompanyName	Text	Company Name
FormalName	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip

Innovation Awards Database - ESP Coordinators Table

Field Name	Data Type	Description
ESP Coordinators	Text	
Company	Text	
Market	Text	
Department	Text	
State/Region	Text	
Phone	Text	
Fax	Text	
Street Address 1	Text	
Street Address 2	Text	
City	Text	
State	Text	
ZipCode	Number	
Mail Code	Text	

FIG. 26

Innovation Awards Database - IP Coordinators Table		
Field Name	Data Type	Description
IP ID#	Text	IP Coordinator ID#
FullNameIPC	Text	Coordinator's Full Name
Title	Text	Mr., Ms., Dr., etc.
CompanyName	Text	Company Name
BusAdr1	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
Phone#	Text	Business Phone
FAX#	Text	Business FAX
Innovation Awards Database - Queries		
Queries		Description
Awards Query		
By Date & IPC - Apps Filed		
By Date & IPC - Disclosures Filed		
By Date & IPC - Patents Granted		
By Date & IPC - Apps Filed		
Certificates for Publication Awards		
Certificates for Recipients of Filing Awards		
Certificates for Recipients of Issuance Awards		
Company Order		
DH Mailing Labels - Filing Awards		
DH Mailing Labels - Inv Ach Awards		
DH Mailing Labels - Issuance Awards		
DH Mailing Labels - Publication Awards		
DH of Recipients of Filing Awards		
DH of Recipients of Inventor Ach Awards		
DH of Recipients of Issuance Awards		
DH of Recipients of Publication Awards		
Disclosure Award Letter		
Disclosure Award Letter Query		
Disclosure Gift Check		
General Award		
Inventor Achievement Award		
Inventor Mailing Labels - Filing Awards		
Inventor Mailing Labels - Inv Ach Awards		
Inventor Mailing Labels - Issuance Awards		
Inventor Mailing Labels - Publication Awards		
Issuance Award Winner Check		
Open Filing Awards		
Open General Awards		
Open Inventor Achievement Awards		
Open Issuance Awards		
Open Publications Awards		
Patent Filing Award		
Patent Issuance Award		
Progress Report		
Publications Award		
Recipients of Filing Awards		

FIG. 27

Recipients of Inventor Achievement Awards		
Recipients of Issuance Awards		
Recipients of Publication		
Innovation Awards Database - Forms		
Forms		Description
Awards		
Company Addresses		
ESP Coordinators		
IP Coordinators		
Innovation Awards Database - Reports		
Forms		Description
Awards		
By Date and IPC - Apps Filed		
By Date and IPC - Disclosures Filed		
By Date and IPC - Patents Granted		
Copy of Recipients of Issuance Awards - Report for Award Mfg		
DH of Recipients of Filing Awards		
DH of Recipients of Inventor Ach Awards		
DH of Recipients of Issuance Awards		
DH of Recipients of Publications Awards		
Disclosure Award letter		
General Award Form		
Inventor Achievement Award Form - 10 issued		
Inventor Achievement Award Form - 5 issued		
Open Filing Awards		
Open General Awards		
Open Inventor Achievement Awards		
Open Issuance Awards		
Open Publication Awards		
Patent Filing Award Form		
Patent Issuance Award Form		
Progress Report		
Publications Award Form		
Recipients of Filing Awards - Sort by Award #		
Recipients of Filing Awards - Sort by Inventor Name		
Recipients of Inventor Achievement Awards - Sort by Award #		
Recipients of Issuance Awards - Sort by Award #		
Recipients of Issuance Awards - Sort by Inventor Name		
Recipients of Publication Awards - Sort by Award #		
Recipients of Publication Awards - Sort by Inventor Name		
Verification Table		

FIG. 28

005221 45705260

BellSouth Intellectual Property Marketing Database			
Status of Opportunity:		L2 - Awaiting Execution Pre-Transaction	
Date Status Changed To:		L1 <input type="text"/> L2 12/9/98 L3 <input type="text"/> L4 <input type="text"/> L5 <input type="text"/>	
Product/Project Name:		TechNet	
Product Group:		Network	
Product Type:		Software	
Type of IP Involved:		Proprietary Information	
Patent Status:		Filed	
Deal Size:		C = LARGE	
Deal Priority:		A = LOW	
Top Deals Rept?		<input type="checkbox"/>	
Est. \$\$\$ Range:		<input type="text"/>	
Deal \$\$\$ Value:		<input type="text"/>	
BellSouth Entity:		BellSouth Telecommunications, Inc.	
Sub-entity Name :		Network	
BellSouth Contacts:		Bill Smith	
BIPMARK Lead:		CB	
BIPMARK Support 1:		<input type="text"/>	
BIPMARK Support 2:		<input type="text"/>	
BIPMARK Support 3:		<input type="text"/>	
Marketing Participant:		Andersen Consulting (to BT, SBC)	
Participant Type:		Remarketing	
Address:		<input type="text"/>	
Participant Contacts:		<input type="text"/>	
City, State, Zip		<input type="text"/>	
Estimated Availability Date:		1/ 1/99	
Description of Opp. :		<input type="text"/>	
Status of Deal:		<input type="text"/>	
Background of Deal:		<input type="text"/>	
IT Platform:		<input type="text"/>	
Financial Analysis:		<input type="text"/>	
Competitive Analysis:		<input type="text"/>	
Comments for Top Deals Report:		<input type="text"/>	
Next Scheduled Follow-Up Date:		1/15/99	
Follow-Up Actions to be Taken:		Check on status of investigation	

FIG. 29

Deals/Potential Opportunities
Prioritization of Top Deals

<u>Status</u>	<u>Product/Project Name</u>	<u>Opp #</u>	<u>BellSouth Entity</u>	<u>Patent Status</u>	<u>Company Name</u>	<u>Lead</u>	<u>Support</u>	<u>Est. Value</u>	<u>Deal Size</u>	<u>Priority</u>	<u>Reason/Comments</u>
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[L0=Potential Opportunity] [L1=Initial Research in Progress] [L2=Awaiting Exec. Pre-Transaction Report] [L3=Negotiations in Progress] [L4=Awaiting Exec. Agmt/Transaction Report] [L5=Contract Completed/Closed]
Tuesday, December 14, 1999

FIG. 30

PRIVATE/PROPRIETARY
Contains private/proprietary information. May not be used or disclosed outside the BellSouth companies except pursuant to a written agreement.

*BellSouth Intellectual Property Marketing Corporation
Level 1 (Initial Research in Progress) WIP Report*

Date Generated: Tuesday, December 14, 1999

<u>Product/Protect Name</u>	<u>Subsidiary Name</u>	<u>Opp #</u>	<u>Patent Status</u>	<u>Company Name</u>	<u>BIPMARK</u>		<u>Est. Value</u>	<u>Deal Size</u>	<u>Priority</u>	<u>Date Chgd</u> <u>to L1</u>
					<u>Lead</u>	<u>Support</u>				

FIG. 31

PRIVATE/PROPRIETARY
Contains private/proprietary information. May not be used or disclosed outside the
BellSouth companies except pursuant to a written agreement.

BELLSOUTH

**Intellectual Property Companies
Contract Tracking Database**

Agreement Type:				
First Party:				
Second Party:				
Third Party:				
Effective Date:		Termination or Renewal Date:		
Termination or Renewal Terms:				
Confidentiality Period?				
Executed Copy on File?		Location of Original:		
Comments:				
View Executed Contract:				
View Other Document:				
For Remarketing Agreements Only:				
Affiliate Involved:				
Transaction Type:		Project Name:		
Type of IP Involved:				
View Transaction Report:				
Frequency of Payment:				
Payment/Royalty Due Date:		Amount Due:		
Additional Payment Terms:				
YTD Totals:	1999	2000	2001	2002

0062221-45105450

FIG. 32

Unexecuted Agreements

<i>Agreement Type</i>	<i>First Party</i>	<i>Second Party</i>
-----------------------	--------------------	---------------------

Award # D99-192 Type Disclosure Award Legal Case # 09192 Key # 868

Inventor Information

Title Mr. Name Phone No.
BallSouth Co. FAX No.
Suite Still BallSouth employee? ☐
Address IP Coordinator ID#
City State Zip

Inventor's Supervisor

Title Name
Suite
Address
City State Zip

Inventor's Department Head

Grp Name
Title
Suite
Address
City State Zip

Disclosure Award

Title Sales Information
Storage/Tracking/Notification
11/11/99 Disclosure Received by Legal
11/11/99 Disclosure Received by BIPMAN
11/16/99 Letter and Gift Sent to Inventor
Gift Sent Wooden Pen
BSCC-ESP Program No Coord Name

Filing Award

Title
 Date Application Filed
 Date BIPMAN Notified of Filing
 Filing Award Request Sent to IPC
 Filing Award Payment Conf. Rec'd
 Filing Award Recognized at Banquet

Issuance Award

US Patent Number
Title
 Date Patent Issued
 Date BIPMAN Notified of Issuance
 Issuance Award Request Sent to IPC
 Issuance Award Payment Conf. Rec'd
 Iss. Award Recognized at Banquet

Publication Award

Title/
Public Name
 Date Article Published
 Date BIPMAN Notified of Publication
 Rec'd Request for Release Form
 Publication Award Request Sent to IPC
 Confirmation of Payment Rec'd
 Publ. Award Recognized at Banquet

Inventor Achievement Award

Patent Nos.
 Date Last Patent Issued
 Date BIPMAN Notified of Inv. Ach. Awd
 Inv. Ach. Award Request Sent to IPC
 Inv. Ach. Award Payment Conf. Rec'd
 Inv. Ach. Award Recognized at Banquet

General Award

Title
Amount of General Award
 Date General Award Appl. Rec'd
 General Award Request Sent to IPC
 General Award Payment Conf. Rec'd
 Gen. Award Recognized at Banquet

General Notes

FIG. 34

006221-45T05260

The screenshot shows the Microsoft Access application window. At the top is the menu bar with File, Edit, View, Insert, Format, Records, Tools, Window, and Help. Below the menu bar is a toolbar with various icons for file operations and data manipulation. The main workspace contains a form titled 'Company Addresses'. The form has a title bar with standard window controls. The form itself has a header section with a tab icon and the title 'Company Addresses'. Below the header is a list box showing '1'. The main body of the form contains several text boxes with labels and data: 'Company Name' (BellSouth Entertainment), 'Formal Name' (BellSouth Entertainment, Inc.), 'Street Address' (1100 Abernethy Road), 'City' (Atlanta), 'State' (GA), and 'Zip Code' (30328). At the bottom of the form is a 'Records' section showing '1' record. The status bar at the very bottom shows 'Award: Data' and 'Company Name'.

Field	Value
Company Name	BellSouth Entertainment
Formal Name	BellSouth Entertainment, Inc.
Street Address	1100 Abernethy Road
City	Atlanta
State	GA
Zip Code	30328

FIG. 35

ESP COORDINATORS

ESP COORDINATOR	JANE DOE
COMPANY	A - ALL
MARKET	ALL STATES
STATE / REGION	ALL STATES / REGS
PHONE	(404) 555-1212
FAX	(404) 555-1313
STREET ADDRESS 1	100 PEACHTREE STREET
STREET ADDRESS 2	SUITE 4005
CITY	ATLANTA
STATE	GA
ZIP	30309
MAIL CODE	MC01

RECORD

◀

◀

1

▶

▶

▶

★

of 54

FIG. 36

00622T-45T05/60

Microsoft Access

File Edit View Insert Format Records Tools Window Help

IP Coordinators

IP ID#	25		
Full Name	Amy Sherwood	Title	Ms.
Company Name	BBS - BolSouth Business Systems, Inc.		
Mailstop	7E01		
Street Address	1155 Peachtree Street, N.E.		
City	Atlanta		
State	GA	Zip Code	30309
Phone#	(404) 249-2738	FAX#	(404) 249-2666

Records: 1 of 32

Awards: Dal

IP Coordinators

FIG. 37

Innovation Award Request Patent Filing Award

Date of Request <i>December 8, 1999</i>	BellSouth File No. <i>98059</i>	Innovation Award No. <i>A99-075</i>
Date Application Filed: Title of Application:		
<p><i>Please arrange payment of a Specific Innovation Award for filing of a patent application for the inventor listed below. Innovation Awards should be grossed up for federal and state taxes. Due to the significance of this contribution to BellSouth, the award should be presented in an appropriate ceremony in the presence of the inventor's peers and/or higher management.</i></p> <p style="text-align: center;"><i>Award Amount:</i></p> <p style="text-align: center;"><i>Approved By: X IP Legal</i> <i>_____ BellSouth IP Management Corp.</i></p>		
Inventor Name _____	Inventor Signature _____	
Supervisor Name _____	Supervisor Signature _____	
IP Coordinator Name _____	IP Coordinator Signature _____	
<p><i>Certification of payment and this signed request form must be returned to:</i></p> <p style="text-align: center;"> <i>Julia Spires, Intellectual Property Administrator</i> <i>1155 Peachtree Street, NE - Suite 500 - Atlanta, GA 30309</i> <i>(404) 249-2961</i> </p>		

PRIVATE/PROPRIETARY/LOCK

Contains Private and/or Proprietary Information. May not be used or disclosed outside the BellSouth Companies except pursuant to a written agreement. Must be stored in locked files when not in use.

MEMORANDUM

To: John E. Lewis
From: Marcus Delgado
Date: December 8, 1999
RE: Notification of Patent Application Filing for
Title:
BellSouth No.:
Filing Date:

The above-referenced patent application was filed in the U.S. Patent and Trademark Office ("PTO") on the filing date shown above. We expect the official filing receipt, including the assigned serial number for this application, within the next several weeks.

We will keep you advised of further progress as the application proceeds through the PTO.

cc: Donna Post

PRIVATE/PROPRIETARY/LOCK

Contains Private and/or Proprietary Information. May not be used or disclosed outside the BellSouth Companies except pursuant to a written agreement. Must be stored in locked files when not in use.

Patents Granted 9/1/99 Through 11/30/99

<u>Award</u>	<u>Legal No.</u>	<u>Inventor Name</u>	<u>Company Name</u>	<u>Patent Title</u>	<u>US Patent No.</u>	<u>Date Issued</u>
A99-067	96013	JoAnn Blount (retired)	BSCC - BellSouth Cellular Corp.	Method and System for Automatically Connecting Telephone Calls to Multiple Devices Having Different Directory Numbers (as amended)	5,963,864	10/ 5/99

FIG. 40

Intellectual Property Management Database System

Marketing Table

Relates

Field Name	Data Type	Description	Relates (KEY)	Location of Data	Editable	Security	Comments
Project Number	Number	Unique number to keep track of each project	PK	System generated	Non-Editable		
Project Name	Character	Name of the project		Free Form Entry	Editable		
Status of Project	Character	Status of the project		Lookup Table	Editable		
Status Date	Date	Anticipated dates for different status levels		Can be system generated and/or free form.	Editable		A version can update when changing status levels.
Customer		Pulls additional information into database, Name, Contact, Phone - from People/Address table		Lookup Table	Editable		
		Customer Name					
		Contact					
		Phone					
		Party to final contract?					
Remarketing Partner		Pulls additional information into database, Name, Contact, Phone, party to final contract - from People/Address table		Lookup Table	Editable		
		Company Name					
		Contact					
		Phone					
		Party to final contract?					
		Pulls additional information into database, Name, Role, party to final contract - from People/Address table		Lookup Table	Editable		
IP Group Personnel		Name					
		Role					
Products	Character	Pointer back to product table		Lookup Table	Editable		
Deal Size	Character	Product Name					
Deal Value	Number	Drop Down Estimate, small, medium and large		Lookup Table	Editable		
Deal Priority	Character	Actual deal value entered after the deal is closed		Free Form	Editable		
		low, medium, high		Lookup Table	Editable		
Include in Top Deals Report	Y/N (or CHAR)	Check box designating as important deal		Free Form	Editable		
Description of Project	Character			Freeform	Editable		
Followup Date	DATE	Next Scheduled Followup Date		Freeform	Editable		
Followup Actions	Character	Follow-up Actions to be Taken		Freeform	Editable		
Responsible Party	Character	Responsible Party for Follow-up - Looks at People/Address Table - Potentially allow multiple values		Lookup Table	Editable		

FIG. 41

File	Character	Pointer to attached files and comments	Freeform	Editable		
		File Name				
		Comments				
Product	Character					
BellSouth Business Unit	Character	Pointer to BellSouth Business Unit and Royalty Percentage	Lookup Table	Editable		
		BellSouth Business Unit				
		Royalty Percentage				
Notice Date	Date					
Customers Party to Contract	Character					
Parties to Contract	Character					
Underlying Ip of Product	Character					
Action	Character	Button (field) that points to information in the action table	Lookup Table			
		Expected Due Date				
		Actual Date				
		Action Type (Lookup)				
		Expected Amount				
		Actual Amount				
		Expected Action				
		Actual Action				
		Internal Contact				
		External Contact				
		Comments				
Comments	Character		Freeform			

IP TABLE (Trade Secrets or Copyrights)

Field Name		Data Type		Description	Relates (KEY)		Location Data	Editable	Security	Comments
IP #	Number			System Generated	Primary Key		Primary Key	Non-Editable		
IP Type	Character			TS or Copyright or Both			Lookup Table	Editable		
IP Name	Character						Freeform	Editable		
BellSouth Sub-entity	Character						Freeform	Editable		
BellSouth Business Unit	Character						Lookup Table	Editable		Could also be freeform
IP Description	Character			Freeform comments			Freeform	Editable		
Associated Files Attached	Character			Pointer to electronic file and comments			Freeform	Editable		
				File Name						
				Comments						
Copyright Filed?	Character			Build Lookup N/A, Yes or No.			Lookup Table	Editable		

FIG. 43

Product Table

Field Name	Data Type	Description	Relates (KEY)				Security	Comments
			Product Description	Primary Key	Location Data	Editable		
Product Description	Character	Product Description		Primary Key	Freeform	Editable		
Product Number	Number	System Generated			Primary Key	Non-editable		System Generated
BellSouth Sub-entity	Character				Freeform	Lookup Table		
BellSouth Business Unit	Character	Allow multiple values			Lookup Table	Editable		Could also be freeform
BellSouth Contacts	Character	Pointer to People/Address Table, Name, Phone and Position (e.g., role)			Freeform	Editable		
		Name						
		Phone #						
		Position						
List of Patents	Character	Pointer to CPI Patent Database Records			CPI System	Editable		
		Status						
		Docket #						
		Country						
		App. #						
		Filing Date						
		Patent #						
		Issue Date						
		Inventor						
		Title						
		Comments - Not sure if in CPI						
List of TM	Character	Pointer to CPI TM Database Records			CPI System	Editable		
		Status						
		Mark						
		Country						
		App. #						
		Docket #						
		Filing Date						
		Reg. #						
		Reg. Date						
		Renewal Date						
		Comments - Not sure if in CPI						
List of Trade Secrets & Copyrights	Character	Pointer to IP Table			Lookup Table	Editable		
		Name						
		Description						
		BellSouth Sub-entity						
		BellSouth Business Unit						
		IP #						

FIG. 44

Date Available for Sale	DATE						
Technical Requirements	Character			Freeform	Editable		
Product Name	Character	allow multiple values		Freeform	Editable		
Files	Character	pointer to files and comments		Lookup Table	Editable		
		File Name					
		Comments					
Patents Table (CPI)-Used in IP Table							
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments
Patent #							
Issue Date							
Inventor							
Status							
Docket #							
Title							
Country							
App #							
Filing Date							
Comments		This may not be in CPI					
Trademark Table (CPI) Used in IP Table							
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments
Mark							
Reg. #							
Registration Date							
Status							
App #							
Docket #							
Country							
Filing Date							
Renewal Date							
Comments		This may not be in CPI					
Corp/Org. Table							
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments
Name							
Type		IP Group, Remarketing, Customer, Alliance					

FIG. 45

People/Address Table						
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security
Org						
Name						
Phone						
Address						
Comments						
Position						
Roles Lookup Values						
Contact						
Research						
Other						
Contact Lookup Values						
IP Group Personnel						
End Users/Customers						
BellSouth Business Unit						
Status Lookup Values						
Conduct Initial Research		Used in Marketing Module				
Conduct Market Research and Analysis						
Develop marketing plan & package						
Sell product						
Negotiate contract						
Complete & approve transaction report						
Execute contract						
Set up maintenance plan						
Close out project						
Used in IP Inventory Module, Product Inventory Module						
BellSouth Business Units Lookup Values						
BASC (Affiliate Service Corp.)						
BBI (Billing Inc.)						
BBS (Business Systems)						
BPC (Public Communications)						
BSC (Corporate)						
BSCC (Cellular)						
BSE (Entertainment)						
BSI (International)						
BSNET (.Net)						
BST (Telecommunications)						

FIG. 46

ACTION TABLE						
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security
Action Due Date	Date			Freeform		
Action Type	Character			Freeform		
Expected Amount	Number			Freeform		
Expected Action	Character			Freeform		
BellSouth Sub-entity	Character			Freeform		This can be business unit.
Royalty Expected Due Date	Date			Freeform		
Royalty Actual Date	Date			Freeform		
Royalty Action Type	Character			Lookup Table		
Royalty Expected Amount	Number			Freeform		
Royalty Actual Amount	Number			Freeform		
Royalty Expected Action	Character			Freeform		
Royalty Actual Action	Character			Freeform		
Royalty Internal Contact	Character			Lookup Table		
Royalty External Contact	Character			Lookup Table		
Royalty Comments	Character			Freeform		
Start Date	Date			Freeform		
End Date	Date			Freeform		
Period	Character			Lookup		

FIG. 48

Contacts TABLE						
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security
Company Name				Freeform		
BellSouth Sub-entity				Freeform		
Type		IP Group, Remarketing, Customer, Alliance, Bellsouth Internal				
Events		Pointer to Events table		Freeform		
		Date				
		Comments				
		Attached Files				
Contacts						
		Name				
		Title				
		Country				
		Address1				
		Address2				
		City				
		State				
		Zip				
		Phone				
Individual Contact Events		Pointer to Individual Contact Events Table				
		Date				
		Comments				
		Attached Files				

FIG. 49

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM



IP Inventory Module

Product Inventory Module

Marketing Module

Contracts Module

Searching/Reporting Module

Contacts Module

>>> connect >>

>> and create something

FIG. 50

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory

Product Inventory

Marketing

Contracts/Agreements

Searching/Reporting

Contacts

IP Inventory Module

Create New Trade Secret or Copyright Record

View Inventory

Search Inventory

Create/Edit Trade Secret/Copyright

IP #

Copyright Filed

IP Name

IP Type

BellSouth Business Unit

BellSouth Sub-entity

IP Description

Associated Files Attached

File to Attach

Browse...

Remove File

File Name

Comments

Submit

Cancel

FIG. 52

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

IP Inventory Module	<div><div>View Inventory</div><div><div>Patents</div><div>Sort By <input type="text" value="N/A"/></div><div>Trademarks</div><div>Sort By <input type="text" value="N/A"/></div><div>Trade Secret & Copyrights</div><div>Sort By <input type="text" value="N/A"/></div><div><input type="button" value="Submit"/> <input type="button" value="Cancel"/></div></div></div>
<div><div>Create New Trade Secret or Copyright Record</div><div>View Inventory</div><div>Search Inventory</div></div>	

FIG. 53

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

[IP Inventory Module](#)

[Create New Trade Secret or Copyright Record](#)
[View Inventory](#)
[Search Inventory](#)

View Inventory

Patents

Sort By

N/A

Trademarks

Sort By

N/A

Trade

Sort By

Submit

Cancel

Trade Mark Name

TM #

Registration Date

Status

Default

hts

FIG. 55

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

[IP Inventory Module](#)

[Create New Trade Secret or Copyright Record](#)
[View Inventory](#)
[Search Inventory](#)

View Inventory

Patents

Sort By

Trademarks

Sort By

Trade Secret & Copyrights

Sort By

Name	BellSouth Entity
Business Unit	
IP #	
Description	
Default	

FIG. 56

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP InventoryProduct InventoryMarketingContracts/AgreementsSearching/ReportingContacts

IP Inventory Module

Create New Trade Secret or Copyright RecordView InventorySearch Inventory

View Inventory

Patents

StatusData

Product #Data

CountryData

App #Data

Filing DateData

Patent #Data

Issue DateData

InventorData

TitleData

CommentsData

Trademarks

StatusData

MarkData

CountryData

Product #Data

App #Data

Filing DateData

Reg. #Data

Reg. DateData

Renewal DateData

CommentsData

Trade Secrets & Copyrights

NameData

DescriptionData

BellSouth EntityData

Business UnitData

IP #Data

FIG. 57

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)[Product Inventory](#)[Marketing](#)[Contracts/Agreements](#)[Searching/Reporting](#)[Contacts](#)

IP Inventory Module	Search Inventory
Create New Trade Secret or Copyright Record View Inventory Search Inventory	Patents - CPI System Trademarks - CPI System Trade Secrets & Copyrights

FIG. 58

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

IP Inventory Module

- [Create New Trade Secret or Copyright Record](#)
- [View Inventory](#)
- [Search Inventory](#)

Search Patents

Status		Filing Date	
Docket #		Patent #	
Country		Issue Date	
App. #		Title	
Inventor		Comments	

Search All Fields

FIG. 59

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<i>IP Inventory Module</i>	<u>Search Patents Results</u>									
Create New Trade Secret or Copyright Record View Inventory <u>Search Inventory</u>	<u>Status</u>	<u>Docket #</u>	<u>Country</u>	<u>App. #</u>	<u>Filing Date</u>	<u>Patent #</u>	<u>Issue Date</u>	<u>Inventor</u>	<u>Title</u>	<u>Comments</u>
	Data	Data	Data	Data	Data	Data	Data	Data	Data	Data

FIG. 60

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

IP Inventory Module

Create New Trade Secret or
Copyright Record

View Inventory

Search Inventory

Search Trademarks

Status		Filing Date	
Mark		Reg. #	
Country		Reg. Date	
Docket #		Renewal Date	
App. #		Comments	

Search All Fields

Search

Cancel

FIG. 61

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<i>IP Inventory Module</i>	<u>Search Trademark Results</u>									
<u>Create New Trade Secret or Copyright Record</u>	<u>Status</u>	<u>Mark</u>	<u>Country</u>	<u>Docket #</u>	<u>App #</u>	<u>Filing Date</u>	<u>Reg. #</u>	<u>Renewal Date</u>	<u>Comments</u>	
<u>View Inventory</u>	Data	Data	Data	Data	Data	Data	Data	Data	Data	
<u>Search Inventory</u>										

FIG. 62

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

<u>IP Inventory Module</u>		<u>Search Trade Secret/Copyright Issue</u>	
Create New Trade Secret or Copyright Record	<input type="text" value="IP#"/>	<input type="checkbox"/> Copyright Filed <input type="text" value="N/A"/>	
View Inventory	<input type="text" value="IP Name"/>		
Search Inventory	<input type="text" value="IP Type"/> <input type="button" value="v"/>		
	<input type="text" value="BellSouth Business Unit"/> <input type="button" value="v"/>		
	<input type="text" value="BellSouth Sub-entity"/>		
	<input type="text" value="IP Description"/>		
	<input type="text" value="Full Text File Search"/>		
	<input type="button" value="Search"/> <input type="button" value="Cancel"/>		

FIG. 63

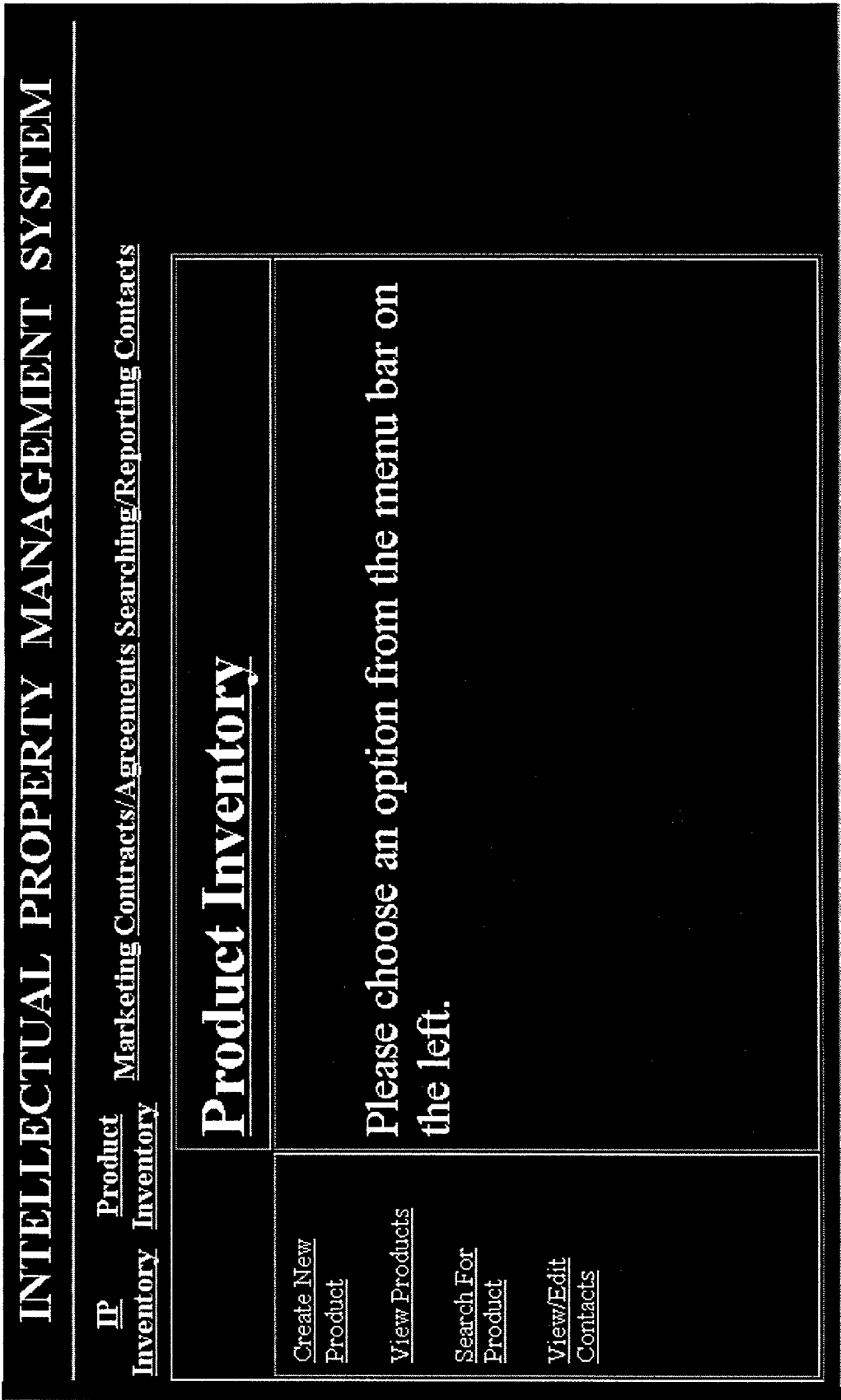


FIG. 65

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Product
Inventory
Module

Create/Edit Product

Create New
Product

View Products

Search For
Product

View/Edit
Contacts

Product Name

Product Number 1234343

BellSouth Business Unit

BellSouth Sub-entity

Product Description

Date Available for Sale

Technical Requirements

BellSouth Contacts

FIG. 66

BellSouth Contacts

<u>Name</u>	<u>Phone #</u>	<u>Position</u>
<input type="button" value="Add Contact"/>		
<input type="button" value="Remove Contact"/>		

List of IP

Patents

Status	Docket #	Country	App.#	Filing Date	Patent #	Issue Date	Inventor	Title	Comments
<input type="button" value="Add Patents"/>					<input type="button" value="Remove Patents"/>				

Trademarks

Status	Mark	Country	Docket#	App#	Filing Date	Reg. #	Reg. Date	Renewal Date	Comments
<input type="button" value="Add Trademarks"/>					<input type="button" value="Remove Trademarks"/>				

Trade Secrets & Copyrights

FIG. 67

Trade Secrets & Copyrights

Name	Description	BellSouth Sub-Entity	Business Unit	IP#

Add TS or Copyright

Remove TS or Copyright

Create TS/Copyright

Associated Files Attached

File to Attach

Browse...

Remove File

File Name	Comments

Submit

Cancel

FIG. 68

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<i><u>Product Inventory Module</u></i>	<i><u>View Products</u></i>
<u>Create New Product</u> <u>View Products</u> <u>Search For Product</u> <u>View/Edit Contacts</u>	<u>View All Products</u> <u>View All Products Sorted By BellSouth Business Unit</u> <u>View All Products for Specific BellSouth Business Unit</u> <u>Advanced View</u>

FIG. 69

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Product Inventory Module</u>	<u>View All Products</u>						
<u>Create New Product</u>	<table><tr><td><u>Name</u></td><td><u>BellSouth Business Unit</u></td><td><u>Description</u></td></tr><tr><td>Data</td><td>Data</td><td>Data</td></tr></table>	<u>Name</u>	<u>BellSouth Business Unit</u>	<u>Description</u>	Data	Data	Data
<u>Name</u>	<u>BellSouth Business Unit</u>	<u>Description</u>					
Data	Data	Data					
<u>View Products</u>							
<u>Search For Product</u>							
<u>View/Edit Contacts</u>							

FIG. 70

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

***Product
Inventory
Module***

View All Products by BellSouth Business Unit

Create New
Product

View Products

Search For
Product

View/Edit
Contacts

<u>BellSouth Business Unit</u>	<u>Name</u>	<u>Description</u>
Data	Data	Data

FIG. 71

<h1>INTELLECTUAL PROPERTY MANAGEMENT SYSTEM</h1>	
<div><div>IP</div><div>Inventory</div></div>	<div><div>Product</div><div>Marketing Contracts/Agreements</div><div>Searching/Reporting</div><div>Contacts</div></div>
<div><div>Product Inventory Module</div><div><div>Create New Product</div><div>View Products</div><div>Search For Product</div><div>View/Edit Contacts</div></div></div>	<div><div><h2>View All Products By Specific BellSouth Business Unit</h2><div><div>BellSouth Business Unit:</div><div><div><div></div><div>BASC</div><div>BBI</div><div>BBS</div><div>BPC</div><div>BSC</div><div>BSCC</div><div>BSE</div><div>BSI</div><div>BSNET</div><div>BST</div></div></div><div><div>Submit</div></div></div></div></div>

FIG. 72

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Product Inventory Module</u>	<u>View All Products By Specific BellSouth Entity</u>		
<u>Create New Product</u> <u>View Products</u> <u>Search For Product</u> <u>View/Edit Contacts</u>	<u>BellSouth Entity</u>	<u>Name</u>	<u>Description</u>
	Data	Data	Data

FIG. 73

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Product</u> <u>Inventory</u> <u>Module</u>	<u>View Products Advanced View</u>
<u>Create New</u> <u>Product</u>	1.) Sort By: <input type="text" value="N/A"/>
<u>View Products</u>	2.) Sort By: <input type="text" value="N/A"/>
<u>Search For</u> <u>Product</u>	3.) Sort By: <input type="text" value="N/A"/>
<u>View/Edit</u> <u>Contacts</u>	<input type="button" value="Submit"/> <input type="button" value="Cancel"/>

FIG. 74

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Product</u> <u>Inventory</u> <u>Module</u>	<u>View Products Advanced View</u>
<u>Create New</u> <u>Product</u>	1.) Sort By: N/A
<u>View Products</u>	2.) Sort By: N/A
<u>Search For</u> <u>Product</u>	3.) Sort By: N/A
<u>View/Edit</u> <u>Contacts</u>	<div>Submit</div> <div>BellSouth Entity Name Description</div>

FIG. 75

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP

Product

Inventory

Inventory

Marketing

Contracts/Agreements

Searching/Reporting

Contacts

Product Inventory Module

Create New Product

View Products

Search For Product

View/Edit Contacts

View Products Advanced View

1.) Sort By: Name

2.) Sort By: BellSouth Entity

3.) Sort By: Description

Submit

Cancel

FIG. 76

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP

Inventory

Product

Inventory

Marketing Contracts/Agreements

Searching/Reporting

Contacts

Product Inventory Module

Create New Product

View Products

Search For Product

View/Edit Contacts

View Products Advanced View

Name	BellSouth Entity	Description
Data	Data	Data

FIG. 77

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u><i>Product Inventory Module</i></u>	<u>Search Products</u>
<u>Create New Product</u>	Product Number <input type="text"/> Product Name <input type="text"/>
<u>View Products</u>	BellSouth Business Unit <input type="text"/> BellSouth Sub-entity <input type="text"/>
<u>Search For Product</u>	Product Description <input type="text"/>
<u>View/Edit Contacts</u>	Date Available for Sale <input type="text"/>
	Technical Requirements <input type="text"/>
	BellSouth Contacts

FIG. 78

BellSouth Contacts

<u>Name</u>	<u>Phone #</u>	<u>Position</u>

Add Contact Remove Contact

List of IP

Patents

<u>Status</u>	<u>Docket#</u>	<u>Country</u>	<u>App #</u>	<u>Filing Date</u>	<u>Patent #</u>	<u>Issue Date</u>	<u>Inventor</u>	<u>Title</u>	<u>Comments</u>

Add Patents Remove Patents

Trademarks

<u>Status</u>	<u>Mark</u>	<u>Country</u>	<u>Docket#</u>	<u>App#</u>	<u>Filing Date</u>	<u>Reg #</u>	<u>Reg Date</u>	<u>Renewal Date</u>	<u>Comments</u>

Add Trademarks Remove Trademarks

Trade Secrets & Copyrights

FIG. 79

<u>Trade Secrets & Copyrights</u>			
<u>Name</u>	<u>Description</u>	<u>BellSouth Sub-entity</u>	<u>Business Unit</u> <u>IP#</u>
<u>Add Trade Secrets or Copyrights</u>		<u>Remove Trade Secrets or Copyrights</u>	

<u>Associated Files Attached</u>	
<u>File Name</u>	<u>Comments</u>

Full Text File Search

FIG. 80

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Product Inventory Module</u>	<u>View Product</u>						
<u>Create New Product</u>	Product Number 12323	Product Name Product					
<u>View Products</u>	BellSouth Sub-entity Entity	BellSouth Business Unit Main Unit					
<u>Search For Product</u>	Product Description						
<u>View/Edit Contacts</u>	Date Available for Sale 2/14/2000						
	Technical Requirements						
BellSouth Contacts							
	<table border="1"> <tr> <th>Name</th> <th>Phone #</th> <th>Position</th> </tr> <tr> <td>Howard Johnson</td> <td>1-800-555-1212</td> <td>Director</td> </tr> </table>	Name	Phone #	Position	Howard Johnson	1-800-555-1212	Director
Name	Phone #	Position					
Howard Johnson	1-800-555-1212	Director					
List of IP							

FIG. 82

List of IP

Patents

Status	Docket#	Country	App #	Filing Date	Patent #	Issue Date	Inventor	Title	Comments

Trademarks

Status	Mark	Country	Docket#	App#	Filing Date	Reg. #	Reg. Date	Renewal Date	Comments

Trade Secrets & Copyrights

Name	Description	BellSouth Sub-entity	Business Unit	IP#

Associated Files Attached

File Name	Comments

Edit

FIG. 83

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Marketing Module</u>	<u>Create New Project</u>			
<u>Create New Project</u>	Project Name <input type="text"/>	Project # 121232		
<u>View/Edit Project</u>	Status <input type="text"/>	Status Date <input type="text"/>		
<u>Search/Report Projects</u>	Deal Value <input type="text"/>	Deal Size <input type="text"/>		
<u>View/Edit Contacts</u>	Include in Top Deals Report <input type="checkbox"/>	Deal Priority <input type="text"/>		
Description of Project <input type="text"/>				
Follow-up Date <input type="text"/>				
Responsible Party <input type="text"/>				
Follow-up Actions <input type="text"/>				
Products				

FIG. 85

<u>Products</u>	
<u>Product Name</u>	
<u>Add Product</u>	<u>Remove Product</u>
<u>Customer</u>	
<u>Customer Name</u>	<u>Contact</u>
<u>Phone</u>	<u>Party to Final Contract</u>
	<input type="checkbox"/>
<u>Add Customers</u>	<u>Remove Customers</u>
<u>Remarketing Partners</u>	
<u>Company Name</u>	<u>Contact</u>
<u>Phone</u>	<u>Party to Final Contract</u>
	<input type="checkbox"/>
<u>Add Partner</u>	<u>Remove Partner</u>
<u>IP Group Personnel</u>	

FIG. 86

<u>IP Group Personnel</u>					
<u>Name</u>	<u>Role</u>				
<div><div>Add IP Personnel</div><div>Remove IP Personnel</div></div>					
<u>Associated Files Attached</u>					
<div>File to Attach</div>	<div>Browse...</div> <div>Remove File</div>				
<table><tr><td><u>File Name</u></td><td><u>Comments</u></td></tr><tr><td></td><td></td></tr></table>	<u>File Name</u>	<u>Comments</u>			
<u>File Name</u>	<u>Comments</u>				
<u>Contract Records</u>					
<table><tr><td><u>Contract Name</u></td><td><u>Agreement Type</u></td></tr><tr><td></td><td></td></tr></table>	<u>Contract Name</u>	<u>Agreement Type</u>			
<u>Contract Name</u>	<u>Agreement Type</u>				
<div>Create Contract Record</div>	<div>Add Associated Contract Record</div> <div>Remove Associated Contract Record</div>				
<div>Submit</div>	<div>Cancel</div>				

FIG. 87

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP

Inventory

Product

Inventory

Marketing Contracts/Agreements

Searching/Reporting

Contacts

Marketing Module

Create New Project

View/Edit Project

Search/Report Projects

View/Edit Contacts

View Projects

Default Search

Custom Sort

1.) Sort By: N/A

2.) Sort By: N/A

3.) Sort By: N/A

Submit

Cancel

FIG. 88

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<i>Marketing Module</i>	<u>View Project-Results</u>
Create <u>New Project</u> <u>View/Edit Project</u> <u>Search/Report Projects</u> <u>View/Edit Contacts</u>	<u>Project Name</u> <u>Customer</u> <u>Product</u> <u>Status</u> <u>Deal Priority</u> <u>Deal Value</u> <u>Data1</u> <u>Data2</u> <u>Data3</u> <u>Data4</u> <u>Data5</u> <u>Data6</u>

FIG. 89

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Marketing Module</u>	<u>View Project</u>				
<u>Create New Project</u>	Project Name Name Project # 12334				
<u>View/Edit Projects</u>	Status Conduct Initial Research Status Date 2/2/2000				
<u>Search/Report Projects</u>	Deal Value \$1.2 Billion Deal Size Small				
<u>View/Edit Contacts</u>	Include in Top Deals Report <input type="checkbox"/> Deal Priority Low				
	Description of Project				
	<div></div>				
	Follow-up Date 2/2/2000 Follow-up Actions Action				
	Responsible Party Mike Stevens				
	<u>Products</u>				
	<table border="1"><tr><td>Product Name</td><td></td></tr><tr><td>Product</td><td></td></tr></table>	Product Name		Product	
Product Name					
Product					
	<u>Customer</u>				

FIG. 90

FIG. 91 is a schematic diagram of a system for managing a database of customer information.

<u>Customer</u>			
<u>Customer Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u> ■
IBM	John Jim	212-555-1212	
<u>Remarketing Partners</u>			
<u>Company Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u> ■
IBM	Bob Smith	212-555-1212	
<u>IP Group Personnel</u>			
<u>Name</u>	<u>Role</u>		
<u>Associated Files Attached</u>			
<u>File Name</u>		<u>Comments</u>	
<u>Contract Records</u>			
<u>Contract Name</u>		<u>Agreement Type</u>	
<u>Edit</u>			

FIG. 91

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Marketing Module</u>	<u>View Projects</u>
<u>Create New Project</u>	<u>Default Search</u>
<u>View/Edit Project</u>	<u>Custom Sort</u>
<u>Search/Report Projects</u>	1.) Sort By: <input type="text" value="Customer Company Name"/>
<u>View/Edit Contacts</u>	2.) Sort By: <input type="text" value="Product Name"/>
	3.) Sort By: <input type="text" value="Customer Company Name"/>
	<input type="text" value="N/A"/>
	<input type="text" value="Customer Company Name"/>
	<input type="text" value="Product Name"/>
	<input type="text" value="Remarking Partner Company Name"/>
	<input type="text" value="Status"/>
	<input type="text" value="Deal Priority"/>
	<input type="text" value="Deal Value"/>
	<input type="text" value="Deal Size"/>
	<input type="text" value="IP Group Personnel"/>
	<input type="button" value="Submit"/>

FIG. 92

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM									
<u>IP</u>		<u>Product</u>		<u>Marketing Contracts/Agreements Searching/Reporting Contacts</u>					
<u>Inventory</u>		<u>Inventory</u>							
<u>Marketing Module</u>		<u>View Projects-Results</u>							
<u>Create New Project</u>		<u>Criteria 1</u>		<u>Criteria 2</u>		<u>Criteria 3</u>		<u>Project #</u>	
<u>View/Edit Project</u>		<u>Data1</u>		<u>Data2</u>		<u>Data3</u>		<u>Data4</u>	
<u>Search/Report Projects</u>								<u>Customer</u>	
<u>View/Edit Contacts</u>								<u>Data5</u>	
								<u>Data6</u>	

FIG. 93

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Marketing Module</u>	<u>Edit Project</u>
<u>Create New Project</u>	Project Name <input type="text"/> Project # <input type="text"/>
<u>View/Edit Project</u>	Status <input type="text"/> Status Date <input type="text"/>
<u>Search/Report Projects</u>	Deal Value <input type="text"/> Deal Size <input type="text"/>
<u>View/Edit Contacts</u>	Include in Top Deals Report <input type="checkbox"/> Deal Priority <input type="text"/>
	Description of Project <input type="text"/>
	Follow-up Date <input type="text"/> Follow-up Actions <input type="text"/>
	Responsible Party <input type="text"/>
	<u>Products</u>
	Product Name <input type="text"/>

FIG. 94

<u>IP Group Personnel</u>	
<u>Name</u>	<u>Role</u>
<input type="button" value="Add IP Personnel"/>	<input type="button" value="Remove IP Personnel"/>

Associated Files Attached

<input type="text" value="File to Attach"/>	<input type="button" value="Browse..."/>	<input type="button" value="Remove File"/>
---	--	--

<u>File Name</u>	<u>Comments</u>

Contract Records

<u>Contract Name</u>	<u>Agreement Type</u>

<input type="button" value="Create Contract"/>	<input type="button" value="Add Associated Contract"/>
--	--

<input type="button" value="Submit"/>	<input type="button" value="Cancel"/>
---------------------------------------	---------------------------------------

FIG. 96

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Marketing Module</u>	<u>Project Search/Reports</u>		
<u>Create New Project</u>	<u>Project Name</u> <input type="text"/>		
<u>View/Edit Project</u>	<u>Status</u> <input type="text" value="N/A"/>		
<u>Search/Report Projects</u>	<u>Deal Value</u> <input type="text"/>		
	<u>Include in Top Deals Report</u> <input type="checkbox"/>		
<u>Standard Project Reports</u>	<u>Description of Project</u> <input type="text"/>		
<ul style="list-style-type: none">• <u>Top Deals</u>• <u>Customer Report</u>• <u>Remarketing Report</u>• <u>Status Level Report</u>• <u>BellSouth Entity Report</u>	<u>Project #</u> <input type="text"/>		
	<u>Status Date</u> <input type="text"/>		
	<u>Deal Size</u> <input type="text" value="N/A"/>		
	<u>Deal Priority</u> <input type="text" value="N/A"/>		
<u>View/Edit Contacts</u>	<u>Follow-up Date</u> <input type="text"/>		
	<u>Follow-up</u> <input type="text"/>		
	<u>Actions</u> <input type="text"/>		
	<u>Responsible Party</u> <input type="text" value="N/A"/>		
	<u>Products</u>		
	<table border="1"><thead><tr><th><u>Product Name</u></th></tr></thead><tbody><tr><td><input type="text"/></td></tr></tbody></table>	<u>Product Name</u>	<input type="text"/>
<u>Product Name</u>			
<input type="text"/>			

FIG. 97

<u>Report</u>					
<u>View/Edit Contacts</u>					
<table border="1"><tr><td colspan="2"><u>Product Name</u></td></tr><tr><td><input type="text"/></td><td><input type="text"/></td></tr></table>		<u>Product Name</u>		<input type="text"/>	<input type="text"/>
<u>Product Name</u>					
<input type="text"/>	<input type="text"/>				
<div><div>Add Product</div><div>Remove Product</div></div>					
<u>Customer</u>					
<u>Customer Name</u>	<u>Party to Final Contract</u>				
<input type="text"/>	<input type="text"/>				
<u>Contact</u>	<u>Phone</u>				
<input type="text"/>	<input type="text"/>				
<div>Add Customer</div>	<div>Remove Customer</div>				
<u>Remarking Partners</u>					
<u>Company Name</u>	<u>Party to Final Contract</u>				
<input type="text"/>	<input type="text"/>				
<u>Contact</u>	<u>Phone</u>				
<input type="text"/>	<input type="text"/>				
<div>Add Remarking Partner</div>	<div>Remove Remarking Partner</div>				
<u>IP Group Personnel</u>					

FIG. 98

[illegible]

<u>IP Group Personnel</u>	
<u>Name</u>	<u>Role</u>
<input type="text"/>	<input type="text"/>
Add IP Group Personnel	Remove IP Group Personnel
<u>Associated Files Attached</u>	
<u>File Name</u>	<u>Comments</u>
<input type="text"/>	<input type="text"/>
<u>Full Text File Search</u>	
<input type="text"/>	
<u>Contract Records</u>	
<u>Contract Name</u>	<u>Agreement Type</u>
<input type="text"/>	<input type="text"/>
Add Contract Record	Remove Contract Record
<input type="button" value="Search"/>	<input type="button" value="Cancel"/>

FIG. 99

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Marketing Module</u>	<u>Project Search/Reports</u>				
<u>Create New Project</u>	Project Name <input type="text"/>				
<u>View/Edit Project</u>	Status <input type="text" value="N/A"/>				
<u>Search/Report Projects</u>	Deal V <input type="text" value="N/A"/>				
Standard Project Reports <ul style="list-style-type: none">• <u>Top Deals</u>• <u>Customer Report</u>• <u>Remarketing Report</u>• <u>Status Level Report</u>• <u>BellSouth Entity Report</u> <u>View/Edit Contacts</u>	Deal Size <input type="text" value="Medium"/>				
	Deal Priority <input type="text" value="high"/>				
	<input type="text"/>				
	<input type="text"/>				
	<input type="text"/>				
	Follow <input type="text"/>				
	Responsible Party <input type="text" value="N/A"/>				
	<u>Products</u>				
	<table border="1"><tr><td>Product Name</td><td><input type="text"/></td></tr><tr><td><input type="text"/></td><td><input type="text"/></td></tr></table>	Product Name	<input type="text"/>	<input type="text"/>	<input type="text"/>
Product Name	<input type="text"/>				
<input type="text"/>	<input type="text"/>				

FIG. 100

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

<div>IP <u>Product</u></div> <div><u>Inventory</u> <u>Inventory</u></div> <div><u>Marketing Contracts/Agreements</u> <u>Searching/Reporting</u> <u>Contacts</u></div>	
<i>Marketing Module</i>	<u>View Project Search Results</u>
<u>Create New Project</u>	<div><div><u>Project Name</u></div><div><u>Data1</u></div></div> <div><div><u>Customer</u></div><div><u>Data2</u></div></div> <div><div><u>Product</u></div><div><u>Data3</u></div></div> <div><div><u>Other Search Criteria</u></div><div><u>Data4</u></div></div>
<u>View/Edit Project</u>	
<u>Search/Report Projects</u>	
Standard Project Reports	
<div><ul style="list-style-type: none">• <u>Top Deals</u>• <u>Customer Report</u>• <u>Remarketing Report</u>• <u>Status Level Report</u>• <u>BellSouth Business Unit Report</u></div> <div><u>View/Edit Contacts</u></div>	

FIG. 101

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

<div>IP Product</div> <div>Inventory Inventory</div> <div>Marketing Contracts/Agreements Searching/Reporting Contacts</div>	
<div>Marketing Module</div> <div>Create New Project</div> <div>View/Edit Project</div> <div>Search/Report Projects</div> <div>Standard Project Reports</div> <div><div><div>• Top Deals</div><div>• Customer Report</div><div>• Remarketing Report</div><div>• Status Level Report</div><div>• BellSouth Business Unit</div></div><div>View/Edit Contacts</div></div>	<div>Top Deals Report</div> <div><div>Status</div><div>Product/Project Name</div><div>Data1</div><div>Opp#</div><div>Data2</div><div>Data3</div><div>EU</div><div>Data4</div><div>Patent Company Name</div><div>Data5</div><div>Data6</div><div>Lead</div><div>Data7</div><div>Support</div><div>Data8</div><div>Est. Value</div><div>Data9</div><div>Deal Size</div><div>Data10</div><div>Priority</div><div>Data11</div></div>

FIG. 102

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP

Product

Inventory

Inventory

Marketing Contracts/Agreements

Searching/Reporting

Contacts

Marketing Module

Create New Project

View/Edit Project

Search/Report Project

Standard Project Reports

• Top Deals

• Customer Report

• Remarketing Report

• Status Level Report

• BellSouth Business Unit

View/Edit Contacts

Customer Report

Customer Name

Customer Name

Submit

Cancel

FIG. 103

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM					
<u>IP Inventory</u>		<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u>	<u>Searching/Reporting</u>
<u>Contacts</u>					
<u>Marketing Module</u>		<u>Customer Report</u>			
<u>Create New Project</u>		<u>Customer Name</u> Data1	<u>Product Name</u> Data2	<u>Status</u> Data3	<u>Value</u> Data4
<u>View/Edit Project</u>					
<u>Search/Report Projects</u>					
<u>Standard Project Reports</u>					
<ul style="list-style-type: none"><u>Top Deals</u><u>Customer Report</u><u>Remarketing Report</u><u>Status Level Report</u><u>BellSouth Business Unit</u>					
<u>View/Edit Contacts</u>					
				<u>BellSouth Business Unit</u> Data5	<u>Opp.#</u> Data6

FIG. 103A

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP

Product

Inventory

Inventory

Marketing Contracts/Agreements

Searching/Reporting

Contacts

Marketing Module

Create New Project

View/Edit Project

Search/Report Projects

Standard Project Reports

• Top Deals

• Customer Report

• Remarketing Report

• Status Level Report

• BellSouth Business Unit

View/Edit Contacts

Remarketing Partner Report

Remarketing Company Name

Company Name

Submit

Cancel

FIG. 104

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

<div><div><u>IP</u> Inventory</div><div><u>Product</u> Inventory</div></div> <div><u>Marketing Contracts/Agreements Searching/Reporting Contacts</u></div>	
<u>Marketing Module</u>	<u>Remarketing Partner Report</u>
<div><u>Create New Project</u> <u>View/Edit Project</u> <u>Search/Report Projects</u></div> <div><u>Standard Project Reports</u><ul style="list-style-type: none"><u>Top Deals</u><u>Customer Report</u><u>Remarketing Report</u><u>Status Level Report</u><u>BellSouth Business Unit</u></div> <div><u>View/Edit Contacts</u></div>	<div><u>Remarketing Partner</u> Data1</div> <div><u>Product Name</u> Data2</div> <div><u>Status</u> Data3</div> <div><u>Value</u> Data4</div> <div><u>BellSouth Business Unit</u> Data5</div> <div><u>Opp.#</u> Data6</div>

FIG. 105

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

<div><div>IP Inventory</div><div>Product Inventory</div></div> <div>Marketing Contracts/Agreements Searching/Reporting Contacts</div>	
<div>Marketing Module</div> <div>Create New Project</div> <div>View/Edit Project</div> <div>Search/Report Projects</div> <div>Standard Project Reports</div> <div><div><div>Top Deals</div><div>Customer Report</div><div>Remarketing Report</div><div>Status Level Report</div><div>BellSouth Business Unit</div></div><div>View/Edit Contacts</div></div>	<div>Status Level Report</div> <div><div>Status Level</div><div>N/A</div></div> <div><div>Submit</div><div>Cancel</div></div>

FIG. 106

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Marketing Module</u>	<u>Status Level Report</u>
<u>Create New Project</u>	<div><div>Status Level</div><div>N/A</div></div>
<u>View/Edit Project</u>	<div><div>Status Level</div><div>N/A</div></div>
<u>Search/Report Projects</u>	<div><div>Submit</div><div>Cancel</div><div><div>Conduct Initial Research</div><div>Conduct market research and analysis</div><div>Complete and approve PTR</div><div>Develop marketing plan & package</div><div>Sell product</div><div>Negotiate contract</div><div>Complete & approve transaction report</div><div>Execute contract</div><div>Set up maintenance plan</div><div>Close out Project</div></div></div>
<u>Standard Project Reports</u>	
<ul style="list-style-type: none">• <u>Top Deals</u>• <u>Customer Report</u>• <u>Remarketing Report</u>• <u>Status Level Report</u>• <u>BellSouth Business Unit</u>	
<u>View/Edit Contacts</u>	

FIG. 107

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<i>Marketing Module</i>	<u>Status Level Report</u>									
Create <u>New Project</u>	<u>Level</u>	<u>Opp#</u>	<u>Company Name</u>	<u>Product Name</u>	<u>Remarketing Partner</u>	<u>BellSouth Business Unit</u>	<u>IP Group Personnel</u>	<u>Deal Size</u>	<u>Deal Value</u>	
<u>View/Edit Project</u>	Data1	Data2	Data3	Data4	Data5	Data6	Data7	Data8	Data9	Data10
<u>Search/Report Projects</u>										
Standard Project Reports										
• <u>Top Deals</u>										
• <u>Customer Report</u>										
• <u>Remarketing Report</u>										
• <u>Status Level Report</u>										
• <u>BellSouth Business Unit</u>										
<u>View/Edit Contacts</u>										

FIG. 108

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Marketing Module</u>	<u>BellSouth Business Unit Report</u>
<u>Create New Project</u> <u>View/Edit Project</u> <u>Search/Report Projects</u> <u>Standard Project Reports</u> <ul style="list-style-type: none">• <u>Top Deals</u>• <u>Customer Report</u>• <u>Remarketing Report</u>• <u>Status Level Report</u>• <u>BellSouth Business Unit</u> <u>View/Edit Contacts</u>	<p><u>BellSouth Business Unit</u></p> <p><input type="button" value="Submit"/> <input type="button" value="Cancel"/></p> <div><div></div><div>BASC BBI BBS BPC BSC BSCC BSE BSI BSNET BST</div></div>

FIG. 109

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Marketing Module</u>	<u>Bell South Business Unit Report</u>							
<u>Create New Project</u>	<u>Entity Name</u>	<u>Status</u>	<u>Product Name</u>	<u>Customer Name</u>	<u>Remarketing Partner</u>	<u>Deal Value</u>	<u>BellSouth Contacts</u>	<u>BIPMARK Contact</u>
<u>View/Edit Project</u>	<u>Data1</u>	<u>Data2</u>	<u>Data3</u>	<u>Data4</u>	<u>Data5</u>	<u>Data6</u>	<u>Data7</u>	<u>Data8</u>
<u>Search/Report Projects</u>								
<u>Standard Project Reports</u>								
• <u>Top Deals</u>								
• <u>Customer Report</u>								
• <u>Remarketing Report</u>								
• <u>Status Level Report</u>								
• <u>BellSouth Business Unit</u>								
<u>View/Edit Contacts</u>								

FIG. 110

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Add</u> <u>Contract/Agreement</u> <u>Search</u> <u>Contracts/Agreements</u> <u>Contract Reports</u> <u>View/Edit Contacts</u>	<u>Contracts/Agreements</u> Please choose an option from the menu bar on the left.
---	---

FIG. 111

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Contracts/Agreements</u> <i>Module</i>	<u>Add Contract/Agreement</u>								
<u>Add Contract/Agreement</u> <u>Search</u> <u>Contracts/Agreements</u> <u>Contract Reports</u> <u>View/Edit Contacts</u>	<div>Agreement Name <input type="text"/> Agreement Number 12323</div> <div>Agreement Type <input type="text"/> Project Number <input type="text"/></div> <div>Product <input type="text"/></div> <div><u>Contract Summary</u></div> <div><table border="1"><tr><td>Exclusivity <input type="text"/></td><td>Form of Agreement <input type="text"/></td></tr><tr><td>Type of Revenue <input type="text"/></td><td>Unique T&C <input type="text"/></td></tr><tr><td colspan="2">Frequency of Payments <input type="text"/></td></tr><tr><td colspan="2">Description <input type="text"/></td></tr></table></div> <div>Termination or Renewal Terms</div>	Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>	Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>	Frequency of Payments <input type="text"/>		Description <input type="text"/>	
Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>								
Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>								
Frequency of Payments <input type="text"/>									
Description <input type="text"/>									

FIG. 112

FIG. 113 is a screenshot of a software interface for managing business units. The interface is divided into several sections: 'Termination or Renewal Terms', 'BellSouth Business Unit', and 'Parties to the Contract'. The 'Termination or Renewal Terms' section contains a table with fields for Confidentiality Period, Effective Date, Termination/Renewal Date, Notice Date, and Reason for Termination. The 'BellSouth Business Unit' section contains a table with fields for BellSouth Business Unit and Royalty Percentage. The 'Parties to the Contract' section contains a table with fields for Company Name, Type, and Contact. Below the tables are buttons for 'Add BellSouth BU', 'Remove BellSouth BU', 'Add Party', and 'Remove Party'.

Termination or Renewal Terms

--

Confidentiality Period	Notice Date
Effective Date	
Termination/Renewal Date	Reason for Termination

BellSouth Business Unit

BellSouth Business Unit	Royalty Percentage

Add BellSouth BU	Remove BellSouth BU
------------------	---------------------

Parties to the Contract

Company Name	Type	Contact

Add Party	Remove Party
-----------	--------------

FIG. 113

Add Party

Remove Party

IP Covered by License

IP Type	Name	Ref #
---------	------	-------

Add Associated IP

Remove Associated IP

Actions/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Contact	External Contact	Comments
		<input type="text"/>							

Add Action Item

Remove Action Item

Add Internal Party

Add External Party

Comments

FIG. 114

Variable	Mean	SD	Min	Max
Age	34.5	10.2	21	55
Gender	50%	50%	0	1
Marital status	75%	25%	0	1
Education	12.5	1.5	9	16
Income	3500	1500	1000	7000
Health status	80%	20%	0	1
Smoking status	30%	70%	0	1
Alcohol consumption	20%	80%	0	1
Exercise frequency	3	2	0	10
Stress level	4.5	1.5	1	7
Sleep quality	6.5	1.5	3	9
Work satisfaction	5.5	1.5	2	8
Life satisfaction	7.5	1.5	4	10
Overall health	8.5	1.5	5	10
Physical activity	4.5	1.5	1	7
Mental health	6.5	1.5	3	9
Social support	5.5	1.5	2	8
Work-life balance	4.5	1.5	1	7
Financial stability	6.5	1.5	3	9
Family harmony	7.5	1.5	4	10
Personal growth	5.5	1.5	2	8
Community involvement	3.5	1.5	0	6
Environmental awareness	4.5	1.5	1	7
Cultural appreciation	5.5	1.5	2	8
Artistic expression	3.5	1.5	0	6
Volunteer work	2.5	1.5	0	5
Charitable contributions	1.5	1.5	0	4
Philanthropic activities	0.5	1.5	0	3
Non-profit engagement	0.5	1.5	0	3
Civic participation	0.5	1.5	0	3
Political involvement	0.5	1.5	0	3
Religious observance	0.5	1.5	0	3
Spiritual practices	0.5	1.5	0	3
Meditation frequency	0.5	1.5	0	3
Yoga practice	0.5	1.5	0	3
Weightlifting frequency	0.5	1.5	0	3
Cardio exercise frequency	0.5	1.5	0	3
Swimming frequency	0.5	1.5	0	3
Cycling frequency	0.5	1.5	0	3
Hiking frequency	0.5	1.5	0	3
Fishing frequency	0.5	1.5	0	3
Golfing frequency	0.5	1.5	0	3
Tennis frequency	0.5	1.5	0	3
Baseball frequency	0.5	1.5	0	3
Soccer frequency	0.5	1.5	0	3
Basketball frequency	0.5	1.5	0	3
Volleyball frequency	0.5	1.5	0	3
Table tennis frequency	0.5	1.5	0	3
Badminton frequency	0.5	1.5	0	3
Archery frequency	0.5	1.5	0	3
Shooting frequency	0.5	1.5	0	3
Boxing frequency	0.5	1.5	0	3
Martial arts frequency	0.5	1.5	0	3
Rock climbing frequency	0.5	1.5	0	3
Scuba diving frequency	0.5	1.5	0	3
Paragliding frequency	0.5	1.5	0	3
Hot air ballooning frequency	0.5	1.5	0	3
Zip lining frequency	0.5	1.5	0	3
Rocky mountain frequency	0.5	1.5	0	3
Mountain climbing frequency	0.5	1.5	0	3
Ice skating frequency	0.5	1.5	0	3
Figure skating frequency	0.5	1.5	0	3
Winter sports frequency	0.5	1.5	0	3
Summer sports frequency	0.5	1.5	0	3
Water sports frequency	0.5	1.5	0	3
Land sports frequency	0.5	1.5	0	3
Air sports frequency	0.5	1.5	0	3
Water sports frequency	0.5	1.5	0	3
Land sports frequency	0.5	1.5	0	3
Air sports frequency	0.5	1.5	0	3
Water sports frequency	0.5	1.5	0	3
Land sports frequency	0.5	1.5	0	3
Air sports frequency	0.5	1.5	0	3
Water sports frequency	0.5	1.5	0	3
Land sports frequency	0.5	1.5	0	3
Air sports frequency	0.5	1.5	0	3
Water sports frequency	0.5	1.5	0	3
Land sports frequency	0.5	1.5	0	3
Air sports frequency	0.5	1.5	0	3
Water sports frequency	0.5	1.5	0	3
Land sports frequency	0.5	1.5	0	3
Air sports frequency	0.5	1.5	0	3
Water sports frequency	0.5	1.5	0	3
Land sports frequency	0.5	1.5	0	3
Air sports frequency	0.5			

<u>Comments</u>	
<input type="text"/>	
<u>File to Attach</u>	Remove File
<input type="text"/>	Browse...
<u>File Name</u>	<u>Comments</u>
<input type="text"/>	<input type="text"/>
Submit	Cancel

FIG. 115

<h1>INTELLECTUAL PROPERTY MANAGEMENT SYSTEM</h1>	
<div><div>IP</div><div>Product</div><div>Inventory</div><div>Inventory</div></div>	<div><div>Marketing Contracts/Agreements</div><div>Searching/Reporting</div><div>Contacts</div></div>
<div><div>Contracts/Agreements</div><div>Module</div></div>	<div><div>Add Contract/Agreement</div><div>Agreement Name</div><div>Agreement Type</div><div>Administrative Services Agreement</div><div>Master Licensing Agreement</div><div>Sublicensing Agreement</div><div>Services Agreement</div><div>Sublease Agreement</div><div>Consulting Agreements</div><div>Recruiter Agreement</div><div>Remarketing Agreements</div><div>Form of Agreement</div><div>Agreement Number 12323</div><div>Project Number</div><div>Type of Revenue</div><div>Unique T&C</div><div>Frequency of Payments</div><div>Description</div></div>

FIG. 116

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting Contacts](#)
[Inventory](#) [Inventory](#)

Contracts/Agreements
Module

[Add Contract/Agreement](#)

[Search](#)
[Contracts/Agreements](#)

[Contract Reports](#)

[View/Edit Contacts](#)

Add Contract/Agreement

Agreement Name Agreement Number 12323
Agreement Type Project Number
Product

Contract Summary

Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>
Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>
Frequency of Payments <input type="text"/>	<input type="text"/>
Description <input type="text"/>	

FIG. 117

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Contracts/Agreements Module</u>	<u>Add Contract/Agreement</u>
<u>Add Contract/Agreement</u>	Agreement Name <input type="text"/>
<u>Search Contracts/Agreements</u>	Agreement Number 12323
<u>Contract Reports</u>	Agreement Type <input type="text"/>
<u>View/Edit Contacts</u>	Project Number <input type="text"/>
<u>Contract Summary</u>	
Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>
Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>
Frequency of Payment <input type="text"/>	Cash <input type="text"/>
	Savings <input type="text"/>
	Cash & Savings <input type="text"/>
Description <input type="text"/>	

FIG. 118

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contracts/Agreements Module</u>	<u>Add Contract/Agreement</u>								
<u>Add Contract/Agreement</u>	Agreement Name <input type="text"/> Agreement Number 12323								
<u>Search Contracts/Agreements</u>	Agreement Type <input type="text"/> Project Number <input type="text"/>								
<u>Contract Reports</u>	Product <input type="text"/>								
<u>View/Edit Contacts</u>									
<u>Contract Summary</u>									
<table border="1"><tr><td>Exclusivity <input type="text"/></td><td>Form of Agreement <input type="text"/></td></tr><tr><td>Type of Revenue <input type="text"/></td><td>Unique T&C <input type="text"/></td></tr><tr><td colspan="2">Frequency of Payments <input type="text"/></td></tr><tr><td colspan="2"><div>One-time Development/Maintenance Savings One Time Up-Front License Fee One Time Up-Front License Fee w/ Future Royalties Due Monthly Report/Royalty Payment Quarterly Report/Royalty Payment Annual Report/Royalty Payment</div></td></tr></table>		Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>	Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>	Frequency of Payments <input type="text"/>		<div>One-time Development/Maintenance Savings One Time Up-Front License Fee One Time Up-Front License Fee w/ Future Royalties Due Monthly Report/Royalty Payment Quarterly Report/Royalty Payment Annual Report/Royalty Payment</div>	
Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>								
Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>								
Frequency of Payments <input type="text"/>									
<div>One-time Development/Maintenance Savings One Time Up-Front License Fee One Time Up-Front License Fee w/ Future Royalties Due Monthly Report/Royalty Payment Quarterly Report/Royalty Payment Annual Report/Royalty Payment</div>									

FIG. 119

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<i>Contracts/Agreements Module</i>	<div><u>Add Action</u></div> <table border="1"><tr><td>Action Type</td><td>Termination Notice</td><td>Expected Due Date</td><td></td></tr><tr><td>Expected Ann</td><td>Termination Notice Extension Notice</td><td>Start of Period</td><td></td></tr><tr><td>Expected Act</td><td>Report REQ'T Payment REQ'T</td><td>End of Period</td><td></td></tr><tr><td>Internal Cont</td><td>Savings Due Other</td><td>External Contact</td><td></td></tr></table> <p><u>Recurring Actions</u></p> <div><div>Date</div><div>Repeat</div></div> <p>Comments:</p> <div></div> <div><div>Submit</div><div>Cancel</div></div>	Action Type	Termination Notice	Expected Due Date		Expected Ann	Termination Notice Extension Notice	Start of Period		Expected Act	Report REQ'T Payment REQ'T	End of Period		Internal Cont	Savings Due Other	External Contact	
Action Type	Termination Notice	Expected Due Date															
Expected Ann	Termination Notice Extension Notice	Start of Period															
Expected Act	Report REQ'T Payment REQ'T	End of Period															
Internal Cont	Savings Due Other	External Contact															

FIG. 120A

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Contracts/Agreements
Module

Add Contract/Agreement
Search
Contracts/Agreements
Contract Reports
View/Edit Contacts

Search Contracts/Agreements

Agreement Name Agreement Number
Agreement Type Project Number
Product

Contract Summary

Exclusivity Form of Agreement
Type of Revenue Unique T&C
Frequency of Payments
Description

FIG. 121

Description		
Termination or Renewal Terms		
Confidentiality Period	Notice Date	
Effective Date		
Termination/Renewal Date	Reason for Termination	
BellSouth Business Units		
BellSouth Business Unit	Royalty Percentage	
Add BellSouth BU Remove BellSouth BU		
Parties to the Contract		
Company Name	Type	Contact
Add Party Remove Party		

FIG. 122

Add Party Remove Party

IP Covered by License

IP Type	Name	Ref #
<input type="text"/>	<input type="text"/>	<input type="text"/>

Add IP Remove IP

Actions/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Contact	External Contact	Comments
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Add Action Remove Action

Comments

Full Text File Search

Submit Cancel

FIG. 123

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM					
<u>IP</u>	<u>Product</u>	<u>Marketing Contracts/Agreements Searching/Reporting Contacts</u>			
<u>Inventory</u>	<u>Inventory</u>				
		<u>Search Results</u>			
<u>Add Contract/Agreement</u>					
<u>Search Contracts/Agreements</u>					
<u>Contract Reports</u>					
<u>View/Edit Contacts</u>					
		<u>Agreement Name</u> <u>Data1</u>	<u>Agreement Number</u> <u>Data2</u>	<u>Agreement Type</u> <u>Data3</u>	<u>Project #</u> <u>Data4</u>

FIG. 124

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contracts/Agreements Module</u>	<u>Contract/Agreement</u>								
<u>Add Contract/Agreement</u>	Agreement Name Name Agreement Number 12323								
<u>Search Contracts/Agreements</u>	Agreement Type Contract Project Number 1234								
<u>Contract Reports</u>	Product Product								
<u>View/Edit Contacts</u>	<u>Contract Summary</u>								
	<table border="1"><tr><td>Exclusivity Exclusive</td><td>Form of Agreement Straight Use License</td></tr><tr><td>Type of Revenue Cash</td><td>Unique T&C Text</td></tr><tr><td>Frequency of Payments Annual Report/Royalty Payment</td><td></td></tr><tr><td>Description A nice piece of IP</td><td></td></tr></table>	Exclusivity Exclusive	Form of Agreement Straight Use License	Type of Revenue Cash	Unique T&C Text	Frequency of Payments Annual Report/Royalty Payment		Description A nice piece of IP	
Exclusivity Exclusive	Form of Agreement Straight Use License								
Type of Revenue Cash	Unique T&C Text								
Frequency of Payments Annual Report/Royalty Payment									
Description A nice piece of IP									
	<u>Termination or Renewal Terms</u>								
	<div></div>								
	<table border="1"><tr><td>Confidentiality Period 2/14/2000</td><td>Notice Date 2/14/2000</td></tr></table>	Confidentiality Period 2/14/2000	Notice Date 2/14/2000						
Confidentiality Period 2/14/2000	Notice Date 2/14/2000								

FIG. 125

Confidentiality Period 2/14/2000	Notice Date 2/14/2000
Effective Date 2/14/2000	
Termination/Renewal Date 2/14/2000	Reason for Termination None

BellSouth Business Unit

<u>BellSouth Business Unit</u>	<u>Royalty Percentage</u>
Cellular	100

Parties to the Contract

<u>Company Name</u>	<u>Type</u>	<u>Contact</u>
<u>Party</u>	<u>Remarking</u>	<u>Carter Pate</u>

IP Covered by License

<u>IP Type</u>	<u>Name</u>	<u>Ref #</u>
<u>Patent</u>	<u>Cell Phone</u>	1234

Actions/Payments Due

FIG. 126

Actions/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Contact	External Contact	Comments
		<div>▼</div>							

Comments

File Name	Comments

Edit

FIG. 127

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements Searching/Reporting Contacts](#)
[Inventory](#) [Inventory](#)

Contracts/Agreements Module	Edit Contract/Agreement								
Add Contract/Agreement	Agreement Name <input type="text"/> Agreement Number 12323								
Search Contracts/Agreements	Agreement Type <input type="text"/> Project Number <input type="text"/>								
Contract Reports	Product <input type="text"/>								
View/Edit Contacts									
Contract Summary									
<table border="1"><tr><td>Exclusivity <input type="text"/></td><td>Form of Agreement <input type="text"/></td></tr><tr><td>Type of Revenue <input type="text"/></td><td>Unique T&C <input type="text"/></td></tr><tr><td>Frequency of Payments <input type="text"/></td><td></td></tr><tr><td>Description <input type="text"/></td><td></td></tr></table>		Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>	Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>	Frequency of Payments <input type="text"/>		Description <input type="text"/>	
Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>								
Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>								
Frequency of Payments <input type="text"/>									
Description <input type="text"/>									
Termination or Renewal Terms									

FIG. 128

Termination or Renewal Terms

Confidentiality Period		Notice Date	
Effective Date			
Termination/Renewal Date		Reason for Termination	

BellSouth Business Units

<u>BellSouth Business Unit</u>	<u>Royalty Percentage</u>

Add BellSouth BU

Remove BellSouth BU

Parties to the Contract

<u>Company Name</u>	<u>Type</u>	<u>Contact</u>

Add Party

Remove Party

IP Covered by License

IP Covered by License

IP Type	Name	Ref #
---------	------	-------

Add Associated IP Remove Associated IP

Action/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Responsible Party	External Responsible Party	Comments

Add Action Item Remove Action Item Add Internal Party Add External Party

Comments

FIG. 130

Comments

File to Attach

Browse...

Remove File

File Name

Comments

Submit

Cancel

FIG. 131

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contracts
Inventory Inventory

<i><u>Contract/Agreements</u></i> <i><u>Module</u></i>	<i><u>Contracts Reports</u></i>
<u>Add Contract/Agreement</u> <u>Search</u> <u>Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming</u> <u>Termination Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Business</u> <u>Unit</u> <u>Financial Report By</u> <u>Period</u>	<p>Please select a report from the left menu bar.</p>

FIG. 132

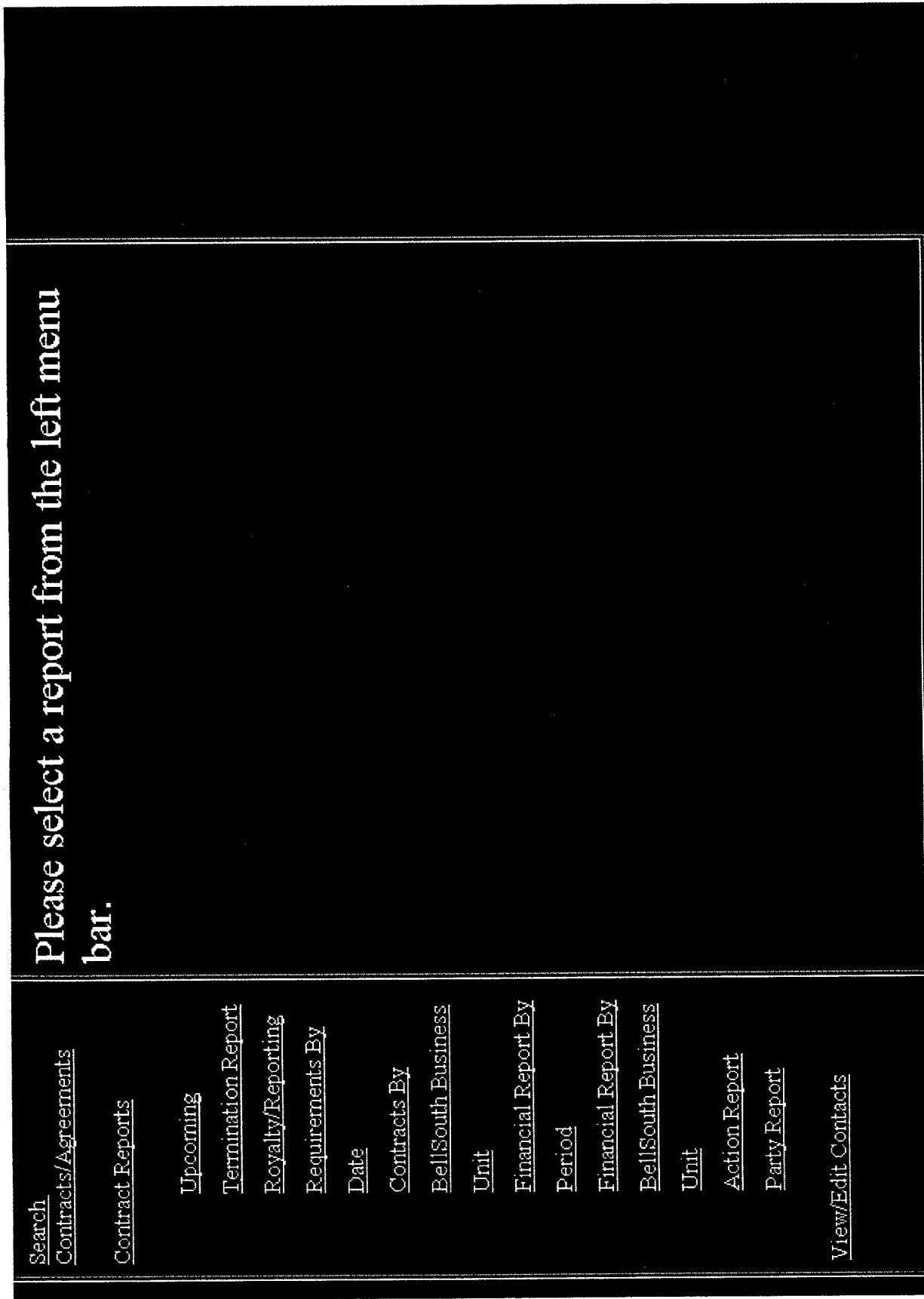


FIG. 133

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<p><u>Contract/Agreements Module</u></p> <p><u>Add Contract/Agreement</u></p> <p><u>Search Contracts/Agreements</u></p> <p><u>Contract Reports</u></p> <p><u>Upcoming Termination Report</u></p> <p><u>Royalty/Reporting Requirements By Date</u></p> <p><u>Contracts By BellSouth Business Unit Financial Report By Period</u></p>	<p><u>Upcoming Termination Report</u></p> <p>Agreement Type <input type="text"/></p> <p>Period Covered By Report:</p> <p>Start Date <input type="text"/> End Date <input type="text"/></p> <p>OR</p> <p>Time Period <input type="text"/></p> <p><input type="button" value="Search"/> <input type="button" value="Cancel"/></p>
---	---

FIG. 134

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contracts
Inventory Inventory

<u>Contract/Agreements</u> <u>Module</u>	<u>Upcoming Termination Report</u>
<u>Add Contract/Agreement</u> <u>Search</u> <u>Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth</u> <u>Business Unit</u> <u>Financial Report</u> <u>By Period</u>	<div>Agreement Type . Contract Internal Use Marketing (External) IPCO/Affiliates All Search Cancel</div> <div>port: End Date</div>

FIG. 135

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreements</u> <i>Module</i>	<u>Upcoming Termination Report</u>
<u>Add Contract/Agreement</u>	<u>Agreement Type</u> <input type="text"/>
<u>Search</u> <u>Contracts/Agreements</u>	<u>Period Covered By Report:</u>
<u>Contract Reports</u>	<u>Start Date</u> <input type="text"/> <u>End Date</u> <input type="text"/>
<u>Upcoming</u>	OR
<u>Termination</u>	<u>Time Period</u> <input type="text"/>
<u>Report</u>	<input type="button" value="Search"/> <input type="button" value="Cancel"/>
<u>Royalty/Reporting</u>	<input type="button" value="Next 30 Days"/> <input type="button" value="Next 60 Days"/> <input type="button" value="Next Year"/>
<u>Requirements By</u>	
<u>Date</u>	
<u>Contracts By</u>	
<u>BellSouth</u>	
<u>Business Unit</u>	
<u>Financial Report</u>	
<u>By Period</u>	

FIG. 136

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM			
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing Contracts/Agreements Searching/Reporting Contacts</u>	
	<u>Contract/Agreements Module</u>	<u>Upcoming Termination Report</u>	
<u>Add Contract/Agreement Search</u>		<u>Effective Date</u> Data1	<u>Notice Date</u> Data2
<u>Contracts/Agreements</u>		<u>Termination Date</u> Data3	<u>Contract Name</u> Data4
<u>Contract Reports</u>		<u>Contract #</u> Data5	<u>Customer</u> Data6
<u>Upcoming Termination Report</u>			
<u>Royalty/Reporting Requirements By</u>			
<u>Date</u>			
<u>Contracts By</u>			
<u>BellSouth Business</u>			
<u>Unit</u>			
<u>Financial Report By</u>			
<u>Period</u>			

FIG. 137

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreements Module</u>	<u>Royalty/Reporting Requirements By Date Report</u>
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming Termination</u> <u>Report</u> <u>Royalty/Reporting Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth</u> <u>Business Unit</u> <u>Financial Report</u> <u>By Period</u>	<u>Agreement Type</u> <input type="text"/> <u>Period Covered By Report:</u> <u>Start Date</u> <input type="text"/> <u>End Date</u> <input type="text"/> OR <u>Time Period</u> <input type="text"/> <input type="text"/> <input type="button" value="Search"/> <input type="button" value="Cancel"/>

FIG. 138

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

<div>IP Product</div> <div>Inventory <u>Inventory</u></div> <div>Marketing Contracts/Agreements Searching/Reporting Contacts</div>	
<u>Contract/Agreement Module</u>	<u>Royalty/Reporting Requirements By Date Report</u>
<u>Add Contract/Agreement</u>	<div>Expected Actual Actual Expected Actual Actual</div> <div>Contract Action Action Type Amount Action Action</div> <div>Name Due Date Data Data Data Data</div> <div>Data Date Data Data Data Data Data</div>
<u>Search Contracts/Agreements</u>	
<u>Contract Reports</u>	
<u>Upcoming Termination Report</u>	
<u>Royalty/Reporting Requirements By Date</u>	
<u>Contracts By</u>	
<u>BellSouth Business Unit</u>	
<u>Financial Report By</u>	
<u>Period</u>	
<u>Financial Report By</u>	
<u>BellSouth Business Unit</u>	

FIG. 139

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory




<u>Contract/Agreements Module</u>	<u>Contracts By BellSouth Business Unit</u>
<u>Add Contract/Agreement</u>	
<u>Search Contracts/Agreements</u>	<u>Agreement Type</u> <input type="text"/>  <u>BellSouth Business Unit</u> <input type="text"/> 
<u>Contract Reports</u>	<u>Period Covered By Report:</u>
<u>Upcoming Termination Report</u>	<u>Start Date</u> <input type="text"/> <u>End Date</u> <input type="text"/>
<u>Royalty/Reporting Requirements By Date</u>	OR
<u>Contracts By BellSouth Business Unit</u>	<u>Time Period</u> <input type="text"/> 
<u>Financial Report By Period</u>	<input type="button" value="Search"/> <input type="button" value="Cancel"/>
<u>Financial Report By BellSouth Business Unit</u>	
<u>Action Report</u>	

FIG. 140

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Contracts By BellSouth Business Unit</u>
<u>Add Contract/Agreement</u>	Period Covered By Report: Date Report Run: <div> <u>BellSouth Business Unit</u> <u>Agreement Name</u> <u>Product</u> <u>Parties</u> <u>Effective Date</u> <u>Termination Date</u> Data Data Data Data Data Data </div>
<u>Search Contracts/Agreements</u>	
<u>Contract Reports</u>	
<u>Upcoming Termination Report</u>	
<u>Royalty/Reporting Requirements By Date</u>	
<u>Contracts By BellSouth Business Unit</u>	
<u>Financial Report By Period</u>	
<u>Financial Report By BellSouth Business Unit</u>	
<u>Action Report</u>	

FIG. 141

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreements Module</u>	<u>Financial Report By Period</u>
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth</u> <u>Business Unit</u> <u>Financial Report</u> <u>By Period</u>	<u>Agreement Type</u> <input type="text"/> <u>Period Covered By Report:</u> <u>Start Date</u> <input type="text"/> <u>End Date</u> <input type="text"/> OR <u>Time Period</u> <input type="text"/> <input type="button" value="v"/> <input type="button" value="Search"/> <input type="button" value="Cancel"/>

FIG. 142

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Financial Report By Period</u>												
<u>Add Contract/Agreement</u>	<div>Period Covered By Report: Date Report Run:</div> <table><tr><th><u>Contract Name</u></th><th><u>BellSouth Business Unit</u></th><th><u>Parties</u></th><th><u>Amount Due</u></th><th><u>Date Due</u></th><th><u>External Contact</u></th></tr><tr><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td></tr></table>	<u>Contract Name</u>	<u>BellSouth Business Unit</u>	<u>Parties</u>	<u>Amount Due</u>	<u>Date Due</u>	<u>External Contact</u>	Data	Data	Data	Data	Data	Data
<u>Contract Name</u>		<u>BellSouth Business Unit</u>	<u>Parties</u>	<u>Amount Due</u>	<u>Date Due</u>	<u>External Contact</u>							
Data		Data	Data	Data	Data	Data							
<u>Search Contracts/Agreements</u>													
<u>Contract Reports</u>													
<u>Upcoming Termination Report</u>													
<u>Royalty/Reporting</u>													
<u>Requirements By Date</u>													
<u>Contracts By BellSouth Business Unit</u>													
<u>Financial Report By Period</u>													
<u>Financial Report By BellSouth Business Unit</u>													
<u>Action Report</u>													

FIG. 143

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreements Module</u>	<u>Financial Report By BellSouth Business Unit</u>
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming Termination Report</u> <u>Royalty/Reporting Requirements By Date</u> <u>Contracts By BellSouth Business Unit</u> <u>Financial Report By Period</u> <u>Financial Report By BellSouth Business Unit</u> <u>Action Report</u> <u>Party Report</u>	<div> <div>Agreement Type <input type="text"/></div> <div>BellSouth BU <input type="text"/></div> </div> <div> <u>Period Covered By Report:</u> <div> <div>Start Date <input type="text"/></div> <div>End Date <input type="text"/></div> </div> <div>OR</div> <div> <div>Time Period <input type="text"/></div> </div> </div> <div> <div>Search <input type="button"/></div> <div>Cancel <input type="button"/></div> </div>

FIG. 144

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Financial Report By BellSouth Business Unit</u>																								
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming Termination Report</u> <u>Royalty/Reporting</u> <u>Requirements By Date</u> <u>Contracts By BellSouth Business Unit</u> <u>Financial Report By Period</u> <u>Financial Report By BellSouth Business Unit</u> <u>Action Report</u>	<p>Period Covered By Report: Date Report Run:</p> <table><tr><td><u>BellSouth</u></td><td><u>Agreement</u></td><td><u>Expected</u></td><td><u>Actual</u></td><td><u>Date</u></td><td><u>External</u></td></tr><tr><td><u>Parties</u></td><td><u>Business</u></td><td><u>Name</u></td><td><u>Amount</u></td><td><u>Due</u></td><td><u>Contact</u></td></tr><tr><td><u>Unit</u></td><td><u>Unit</u></td><td><u>Unit</u></td><td><u>Unit</u></td><td><u>Unit</u></td><td><u>Unit</u></td></tr><tr><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td></tr></table>	<u>BellSouth</u>	<u>Agreement</u>	<u>Expected</u>	<u>Actual</u>	<u>Date</u>	<u>External</u>	<u>Parties</u>	<u>Business</u>	<u>Name</u>	<u>Amount</u>	<u>Due</u>	<u>Contact</u>	<u>Unit</u>	<u>Unit</u>	<u>Unit</u>	<u>Unit</u>	<u>Unit</u>	<u>Unit</u>	Data	Data	Data	Data	Data	Data
<u>BellSouth</u>	<u>Agreement</u>	<u>Expected</u>	<u>Actual</u>	<u>Date</u>	<u>External</u>																				
<u>Parties</u>	<u>Business</u>	<u>Name</u>	<u>Amount</u>	<u>Due</u>	<u>Contact</u>																				
<u>Unit</u>	<u>Unit</u>	<u>Unit</u>	<u>Unit</u>	<u>Unit</u>	<u>Unit</u>																				
Data	Data	Data	Data	Data	Data																				

FIG. 145

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Action Report</u>
<u>Add Contract/Agreement</u>	Agreement Type . <input type="text"/>
<u>Search Contracts/Agreements</u>	Action Type . <input type="text"/>
<u>Contract Reports</u>	Period Covered By Report:
<u>Upcoming Termination Report</u>	Start Date <input type="text"/> End Date <input type="text"/>
<u>Royalty/Reporting Requirements By Date</u>	OR
<u>Contracts By BellSouth Business Unit</u>	Time Period . <input type="text"/>
<u>Financial Report By Period</u>	Sort By:
<u>Financial Report By BellSouth Business Unit</u>	Sort 1: . <input type="text"/>
<u>Action Report</u>	Sort 2: . <input type="text"/>
	Sort 3: . <input type="text"/>
	<input type="button" value="Search"/> <input type="button" value="Cancel"/>

FIG. 146

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Action Report</u>
<u>Add Contract/Agreement</u>	Agreement Type <input type="text"/>
<u>Search Contracts/Agreements</u>	Action Type <input type="text"/>
<u>Contract Reports</u>	<u>Period Covered By Report:</u>
<u>Upcoming Termination Report</u>	Start Date <input type="text"/> End Date <input type="text"/>
<u>Royalty/Reporting</u>	OR
<u>Requirements By Date</u>	Time Period <input type="text"/>
<u>Contracts By BellSouth Business Unit</u>	<u>Sort By:</u>
<u>Financial Report By Period</u>	Sort 1: <input type="text"/>
<u>Financial Report By BellSouth Business Unit</u>	Sort 2: <input type="text"/>
<u>Action Report</u>	Sort 3: <input type="text"/>
<u>Party Report</u>	<input type="text"/> Internal Responsible Party Internal Responsible Party Due Date Contract Name

FIG. 147

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Action Report</u>
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming Termination Report</u> <u>Royalty/Reporting Requirements By Date</u> <u>Contracts By BellSouth Business Unit</u> <u>Financial Report By Period</u>	<p>Period Covered By Report: Date Report Run:</p> <p> <u>Expected Agreement Due Date</u> <u>Action Name</u> <u>Expected Action</u> <u>Expected Amount</u> <u>Internal Contact</u> <u>External Contact</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u> </p>

FIG. 148

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<p><u>Contract/Agreements</u> <u>Module</u></p>	<p><u>Party Report</u></p>
<p><u>Add Contract/Agreement</u></p> <p><u>Search</u> <u>Contracts/Agreements</u></p> <p><u>Contract Reports</u></p> <p><u>Upcoming</u></p> <p><u>Termination Report</u></p> <p><u>Royalty/Reporting</u></p> <p><u>Requirements By</u></p> <p><u>Date</u></p> <p><u>Contracts By</u></p> <p><u>BellSouth Business</u></p> <p><u>Unit</u></p> <p><u>Financial Report By</u></p> <p><u>Period</u></p>	<p><u>Agreement Type</u> <input type="text"/> <u>Parties</u> <input type="text"/> <u>Add Party</u></p> <p><u>Period Covered By Report:</u></p> <p><u>Start Date</u> <input type="text"/> <u>End Date</u> <input type="text"/></p> <p>OR</p> <p><u>Time Period</u> <input type="text"/></p> <p><input type="button" value="Search"/> <input type="button" value="Cancel"/></p>

FIG. 149

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreements Module</u>	<u>Party Report</u>
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming</u> <u>Termination Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Business</u> <u>Unit</u> <u>Financial Report By</u> <u>Period</u>	<p>Period Covered By Report: Date Report Run:</p> <p> <u>Agreement Name</u> <u>BellSouth Business Unit</u> <u>Amount Due</u> <u>Date Due</u> <u>External Contact</u> Data Data Data Data Data </p>

FIG. 150

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Searching/Reporting Module

Contract Reports

Upcoming Termination Report

Royalty/Reporting

Requirements By Date

Contracts By BellSouth Entity

Report

Financial Report By Period

Financial Report By BellSouth

Entity

Action Report

Party Report

Standard Project Reports

Top Deals

Customer Report

Remarketing Report

Status Level Report

BellSouth Entity Report

Cross Module Searching

FIG. 151

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Reporting Module</u>	<u>Cross Module Searching</u>
<u>Contract Reports</u> <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Entity</u> <u>Report</u> <u>Financial Report</u> <u>By Period</u> <u>Financial Report</u> <u>By BellSouth</u> <u>Entity</u>	<u>Output Display:</u> <div>Item1</div> <div>Item2</div> <div>Item3</div> <div>Item4</div> <div>Item5</div> <u>Where:</u> <div>Criteria 1</div> <div>Criteria 2</div> <div>Operator and</div> <div>Search</div> <div>Cancel</div>

FIG. 152

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Reporting Module</u>		<u>Cross Module Searching</u>	
<u>Contract Reports</u>		<u>Output Display:</u>	
<u>Upcoming</u>	<u>Item1</u>	<u>Patents</u>	<input type="checkbox"/>
<u>Termination</u>	<u>Item2</u>	<u>Trademarks</u>	<input type="checkbox"/>
<u>Report</u>	<u>Item3</u>	<u>Trade Secrets</u>	<input type="checkbox"/>
<u>Royalty/Reporting</u>	<u>Item4</u>	<u>Copyrights</u>	<input type="checkbox"/>
<u>Requirements By</u>	<u>Item5</u>	<u>.</u>	<input type="checkbox"/>
<u>Date</u>	<u>Where:</u>	<div>Patents Trademarks Trade Secrets Copyrights Products Marketing Opportunities Contracts</div>	
<u>Contracts By</u>	<u>Operator</u>	<input type="text"/>	<input type="text"/>
<u>BellSouth Entity</u>		<input type="text"/>	<input type="text"/>
<u>Report</u>		<input type="text"/>	<input type="text"/>
<u>Financial Report</u>		<input type="text"/>	<input type="text"/>
<u>By Period</u>		<input type="text"/>	<input type="text"/>
<u>Financial Report</u>		<input type="text"/>	<input type="text"/>
<u>By BellSouth</u>		<input type="text"/>	<input type="text"/>
<u>Entity</u>		<input type="text"/>	<input type="text"/>
		<input type="button" value="Search"/>	<input type="button" value="Cancel"/>

FIG. 153

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Reporting Module</u>		<u>Cross Module Searching</u>																																																																							
<u>Contract Reports</u> <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Entity</u> <u>Report</u> <u>Financial Report</u> <u>By Period</u> <u>Financial Report</u> <u>By BellSouth</u> <u>Entity</u>		<u>Output Display:</u> <table border="1"> <tr> <td>Item1</td> <td>Patents</td> </tr> <tr> <td>Item2</td> <td>Trademarks</td> </tr> <tr> <td>Item3</td> <td>Trade Secrets</td> </tr> <tr> <td>Item4</td> <td>Copyrights</td> </tr> <tr> <td>Item5</td> <td>Products</td> </tr> </table> <u>Where:</u> <table border="1"> <tr> <td></td> <td>Criteria 1</td> <td>Trademark Application #</td> <td>=</td> <td></td> </tr> <tr> <td>Operator and</td> <td>Criteria 2</td> <td>Trademark Docket #</td> <td>=</td> <td></td> </tr> <tr> <td></td> <td></td> <td>Trade Secret Name</td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td>Copyright Name</td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td>BellSouth Entity</td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td>Product Name</td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td>BellSouth Business Unit</td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td>Contacts</td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td>Opportunity Name</td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td>Agreement Name</td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td>Agreement Type</td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td>BellSouth Business Unit</td> <td></td> <td></td> </tr> </table>		Item1	Patents	Item2	Trademarks	Item3	Trade Secrets	Item4	Copyrights	Item5	Products		Criteria 1	Trademark Application #	=		Operator and	Criteria 2	Trademark Docket #	=				Trade Secret Name					Copyright Name					BellSouth Entity					Product Name					BellSouth Business Unit					Contacts					Opportunity Name					Agreement Name					Agreement Type					BellSouth Business Unit		
Item1	Patents																																																																								
Item2	Trademarks																																																																								
Item3	Trade Secrets																																																																								
Item4	Copyrights																																																																								
Item5	Products																																																																								
	Criteria 1	Trademark Application #	=																																																																						
Operator and	Criteria 2	Trademark Docket #	=																																																																						
		Trade Secret Name																																																																							
		Copyright Name																																																																							
		BellSouth Entity																																																																							
		Product Name																																																																							
		BellSouth Business Unit																																																																							
		Contacts																																																																							
		Opportunity Name																																																																							
		Agreement Name																																																																							
		Agreement Type																																																																							
		BellSouth Business Unit																																																																							
		<div>Search</div> <div>Cancel</div>																																																																							

FIG. 155

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

<div> <div> <div>IP</div> <div>Product</div> </div> <div> <div>Inventory</div> <div>Inventory</div> </div> </div> <div> <div>Marketing Contracts/Agreements</div> <div>Searching/Reporting Contacts</div> </div>	
<u>Reporting Module</u>	<u>Cross Module Searching</u>
Contract Reports <u>Upcoming Termination</u> Report <u>Royalty/Reporting</u> <u>Requirements By Date</u> <u>Contracts By BellSouth</u> <u>Entity Report</u> <u>Financial Report By</u> <u>Period</u> <u>Financial Report By</u> <u>BellSouth Entity</u> <u>Action Report</u> <u>Party Report</u> Standard Project Reports <u>Top Deals</u>	<u>Marketing</u> <div> <div>Name</div> <div>Customer</div> </div> <div> <div>Data</div> <div>Data</div> </div> <u>Contracts</u> <div> <div>Name</div> <div>Parties</div> </div> <div> <div>Data</div> <div>Data</div> </div>

FIG. 156

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>View/Edit Contact</u>	
<u>View/Edit</u> <u>Contacts</u>	<div>Search for Contact</div> <div>Add Contact</div>

FIG. 157

<u>Contacts</u>			
Name	Title	Country	
Address1	Address2	City	
State	Zip	Phone	
<u>Individual Contact Events</u>			
Date	Comments	Attached Files	
Add Event		Remove Event	
Search		Cancel	

FIG. 159

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting](#) [Contracts](#)
[Inventory](#) [Inventory](#)

Create Contacts View/Edit Contacts		Search for Contacts			
		Company Name Data	BellSouth Sub-entity Data Name Data	Type Data Title Data	Phone Data

FIG. 160

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory

View Contact

Create Contacts

[View/Edit](#)
[Contacts](#)

Company Name Company Name

BellSouth Sub-entity Entity

Type IP Group

Events

Date _____

Comments

Attached Files

Contacts

Name	Title	Address1	Address2	City	State	Country	Zip	Phone	Comments
John Doe	Mr.	123 Main St		Springfield	IL	USA	62761	555-123-4567	
Jane Smith	Ms.	456 Oak Ave		Chicago	IL	USA	60601	555-987-6543	
Robert Johnson	Mr.	789 Pine Rd		Peoria	IL	USA	61601	555-234-5678	
Emily White	Ms.	101 Elm St		Rockford	IL	USA	61101	555-345-6789	
Michael Brown	Mr.	202 Maple Dr		Decatur	IL	USA	62521	555-456-7890	
Sarah Green	Ms.	303 Birch Ln		Normal	IL	USA	62551	555-567-8901	
David Lee	Mr.	404 Cedar Ct		Urbana	IL	USA	61801	555-678-9012	
Alice Black	Ms.	505 Spruce Way		Champaign	IL	USA	61821	555-789-0123	
James Wilson	Mr.	606 Willow Pl		Quincy	IL	USA	62401	555-890-1234	
Olivia Taylor	Ms.	707 Ash St		Macomb	IL	USA	61451	555-901-2345	
Benjamin King	Mr.	808 Hickory Dr		Normal	IL	USA	62551	555-012-3456	
Isabella Hall	Ms.	909 Walnut Ave		Urbana	IL	USA	61801	555-123-4567	
William Adams	Mr.	1010 Cherry Ln		Champaign	IL	USA	61821	555-234-5678	
Mia Baker	Ms.	1111 Peach St		Quincy	IL	USA	62401	555-345-6789	
Lucas Miller	Mr.	1212 Plum Ct		Macomb	IL	USA	61451	555-456-7890	
Charlotte Davis	Ms.	1313 Apple Way		Normal	IL	USA	62551	555-567-8901	
Henry Garcia	Mr.	1414 Orange Pl		Urbana	IL	USA	61801	555-678-9012	
Ava Martinez	Ms.	1515 Lemon Dr		Champaign	IL	USA	61821	555-789-0123	
Sebastian Lopez	Mr.	1616 Lime St		Quincy	IL	USA	62401	555-890-1234	
Amelia Hernandez	Ms.	1717 Grape Ave		Macomb	IL	USA	61451	555-901-2345	
Matthew Wilson	Mr.	1818 Pear Ln		Normal	IL	USA	62551	555-012-3456	
Sophia King	Ms.	1919 Peach Ct		Urbana	IL	USA	61801	555-123-4567	
Christopher Lee	Mr.	2020 Cherry Pl		Champaign	IL	USA	61821	555-234-5678	
Isabella Brown	Ms.	2121 Apple St		Quincy	IL	USA	62401	555-345-6789	
Christopher Green	Mr.	2222 Orange Dr		Macomb	IL	USA	61451	555-456-7890	
Olivia White	Ms.	2323 Lemon Way		Normal	IL	USA	62551	555-567-8901	
Benjamin Black	Mr.	2424 Lime Pl		Urbana	IL	USA	61801	555-678-9012	
Ava Hernandez	Ms.	2525 Grape St		Champaign	IL	USA	61821	555-789-0123	
Sebastian Lopez	Mr.	2626 Pear Ave		Quincy	IL	USA	62401	555-890-1234	
Amelia King	Ms.	2727 Peach Ln		Macomb	IL	USA	61451	555-901-2345	
Matthew Lee	Mr.	2828 Cherry Ct		Normal	IL	USA	62551	555-012-3456	
Sophia Brown	Ms.	2929 Apple Pl		Urbana	IL	USA	61801	555-123-4567	
Christopher Green	Mr.	3030 Orange St		Champaign	IL	USA	61821	555-234-5678	
Isabella White	Ms.	3131 Lemon Dr		Quincy	IL	USA	62401	555-345-6789	
Benjamin Black	Mr.	3232 Lime Way		Macomb	IL	USA	61451	555-456-7890	
Ava Hernandez	Ms.	3333 Grape Pl		Normal	IL	USA	62551	555-567-8901	
Sebastian Lopez	Mr.	3434 Pear St		Urbana	IL	USA	61801	555-678-9012	
Amelia King	Ms.	3535 Peach Ave		Champaign	IL	USA	61821	555-789-0123	
Matthew Lee	Mr.	3636 Cherry Ln		Quincy	IL	USA	62401	555-890-1234	
Sophia Brown	Ms.	3737 Apple Ct		Macomb	IL	USA	61451	555-901-2345	
Christopher Green	Mr.	3838 Orange Pl		Normal	IL	USA	62551	555-012-3456	
Isabella White	Ms.	3939 Lemon St		Urbana	IL	USA	61801	555-123-4567	

Exit

FIG. 163

<u>Contacts</u>	
<u>Name</u> <u>Title</u> <u>Address1</u> <u>Address2</u> <u>City</u> <u>State</u> <u>Country</u> <u>Zip</u> <u>Phone</u> <u>Comments</u>	
<u>Add Contact</u>	<u>Remove Contact</u>
<u>Submit</u>	<u>Cancel</u>

FIG. 165

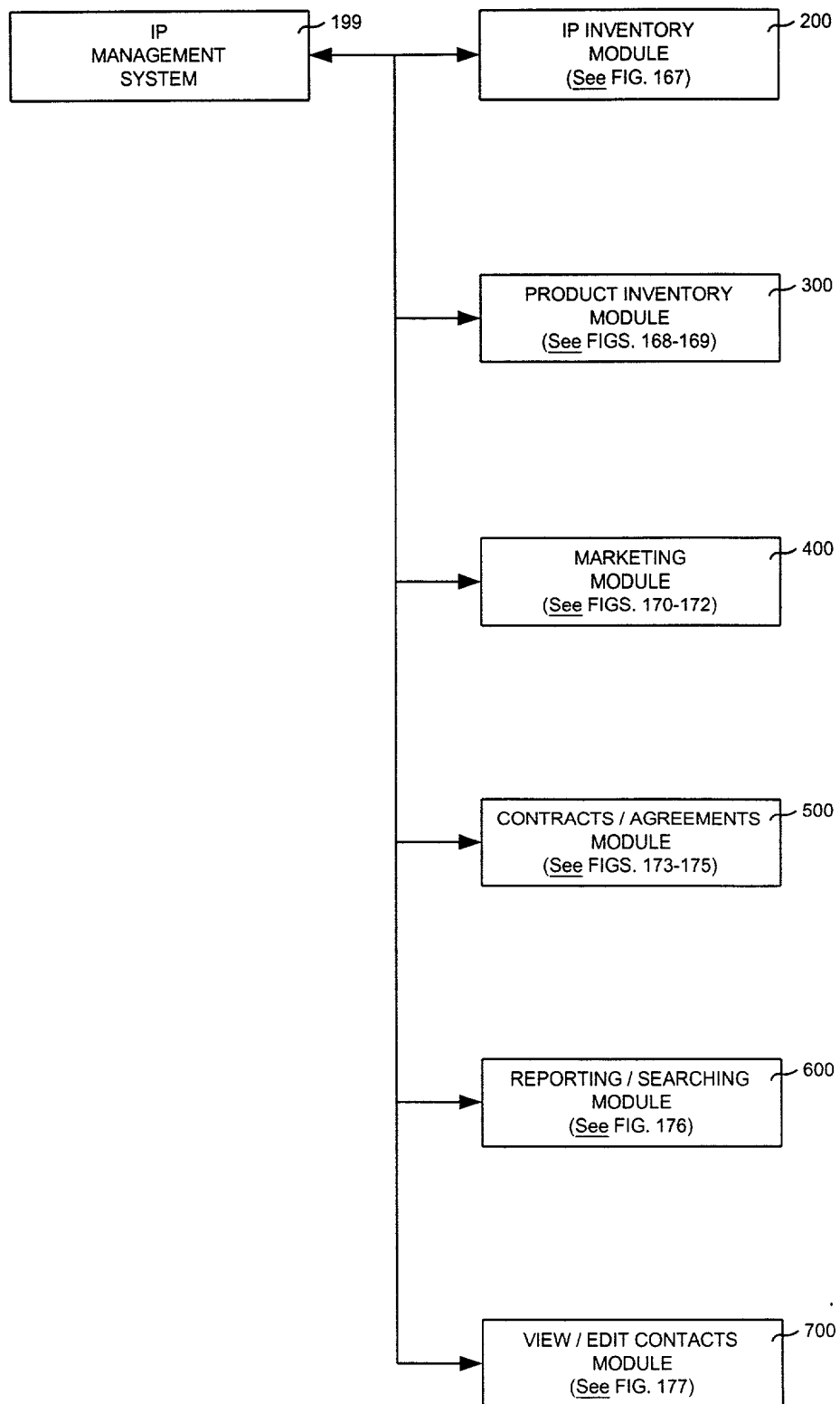


FIG. 166

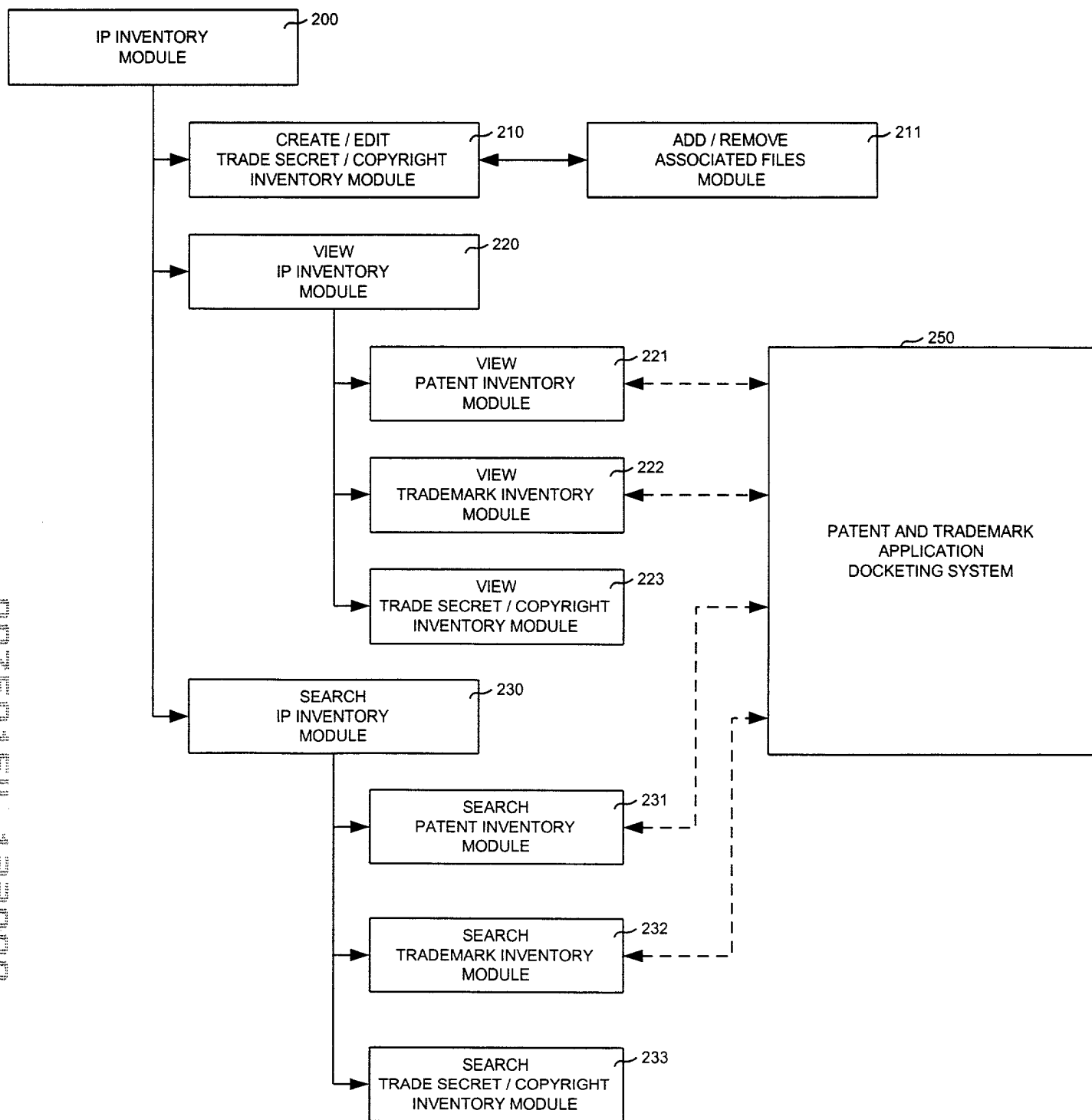


FIG. 167

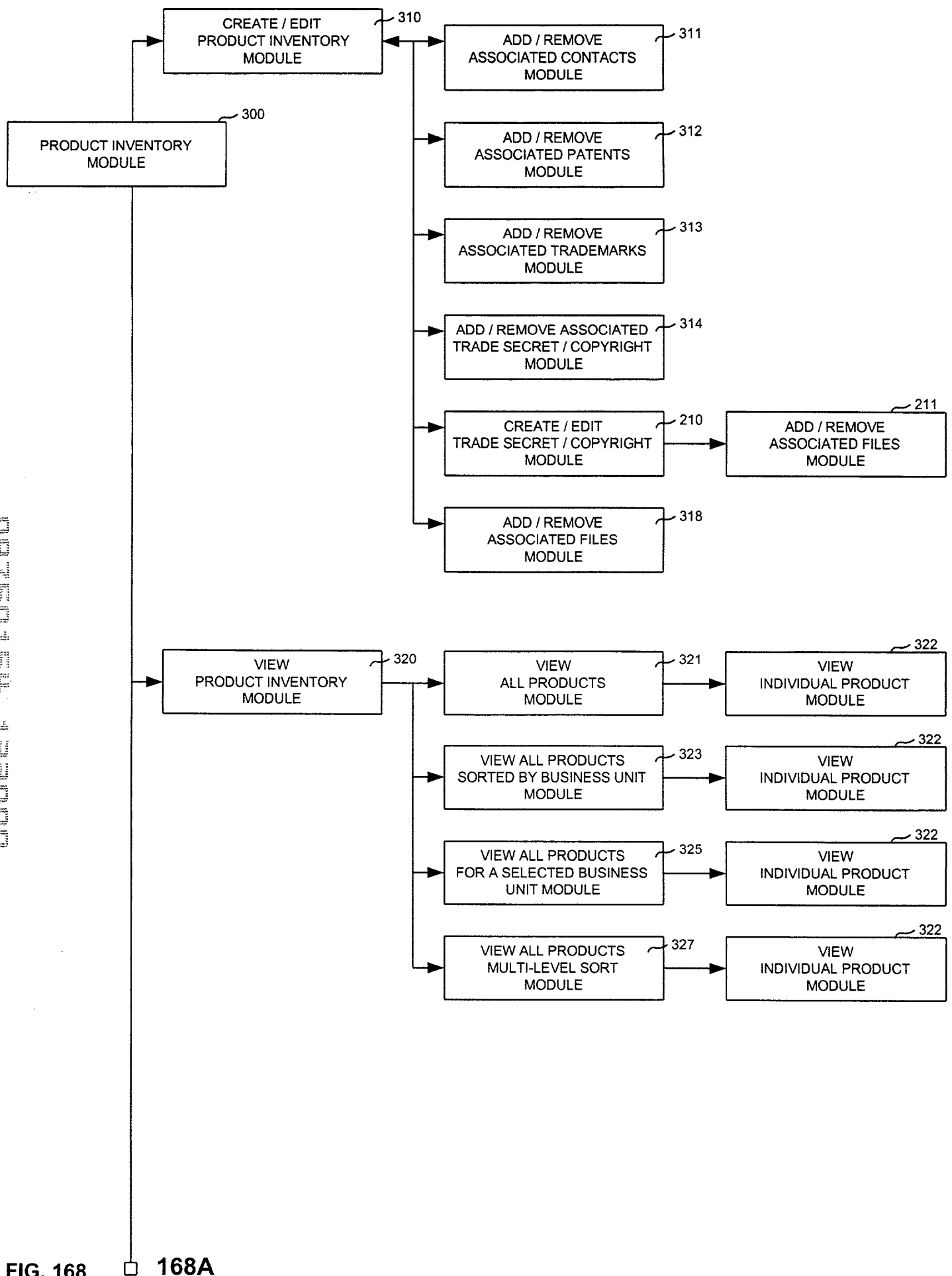
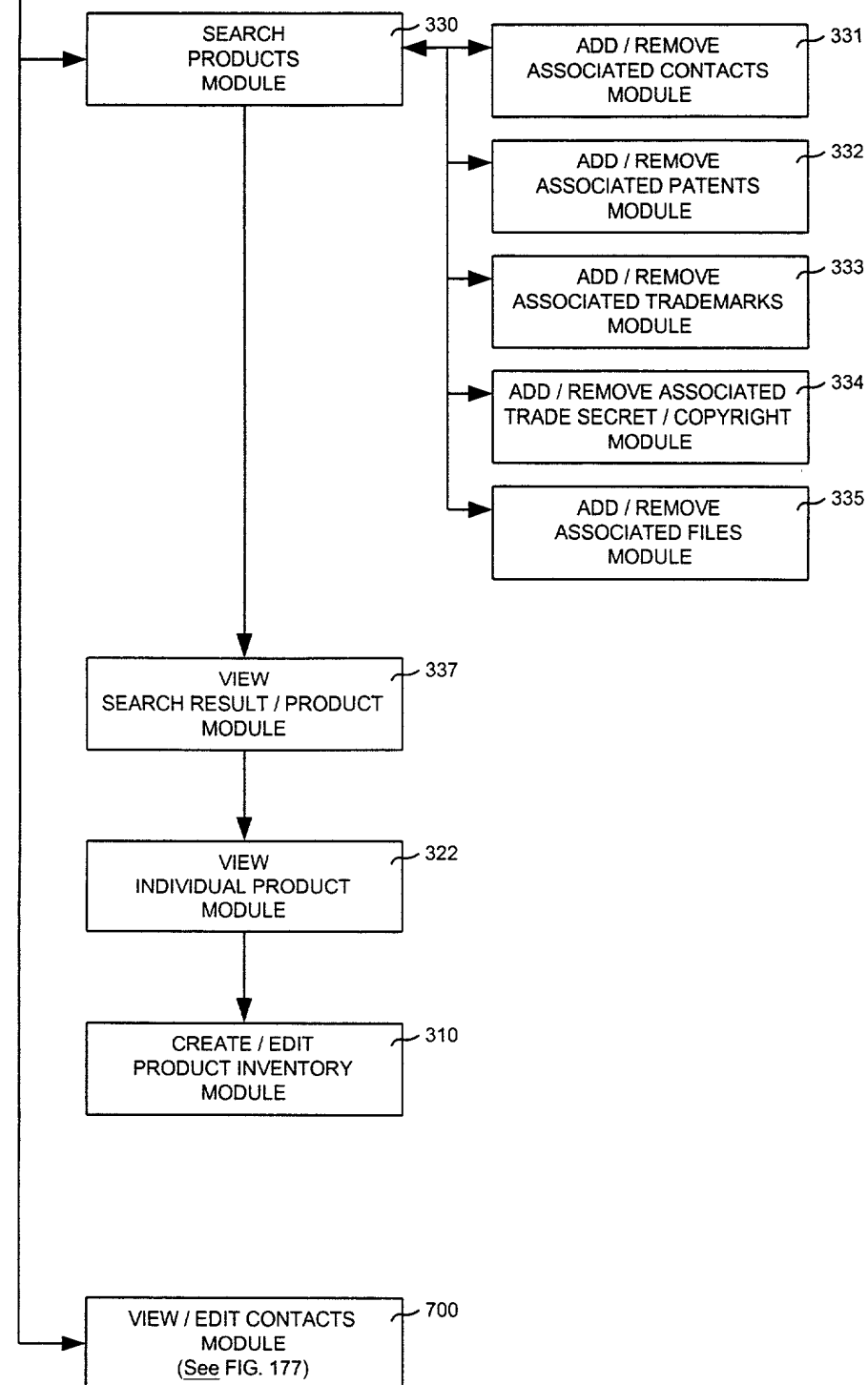


FIG. 168  **168A**



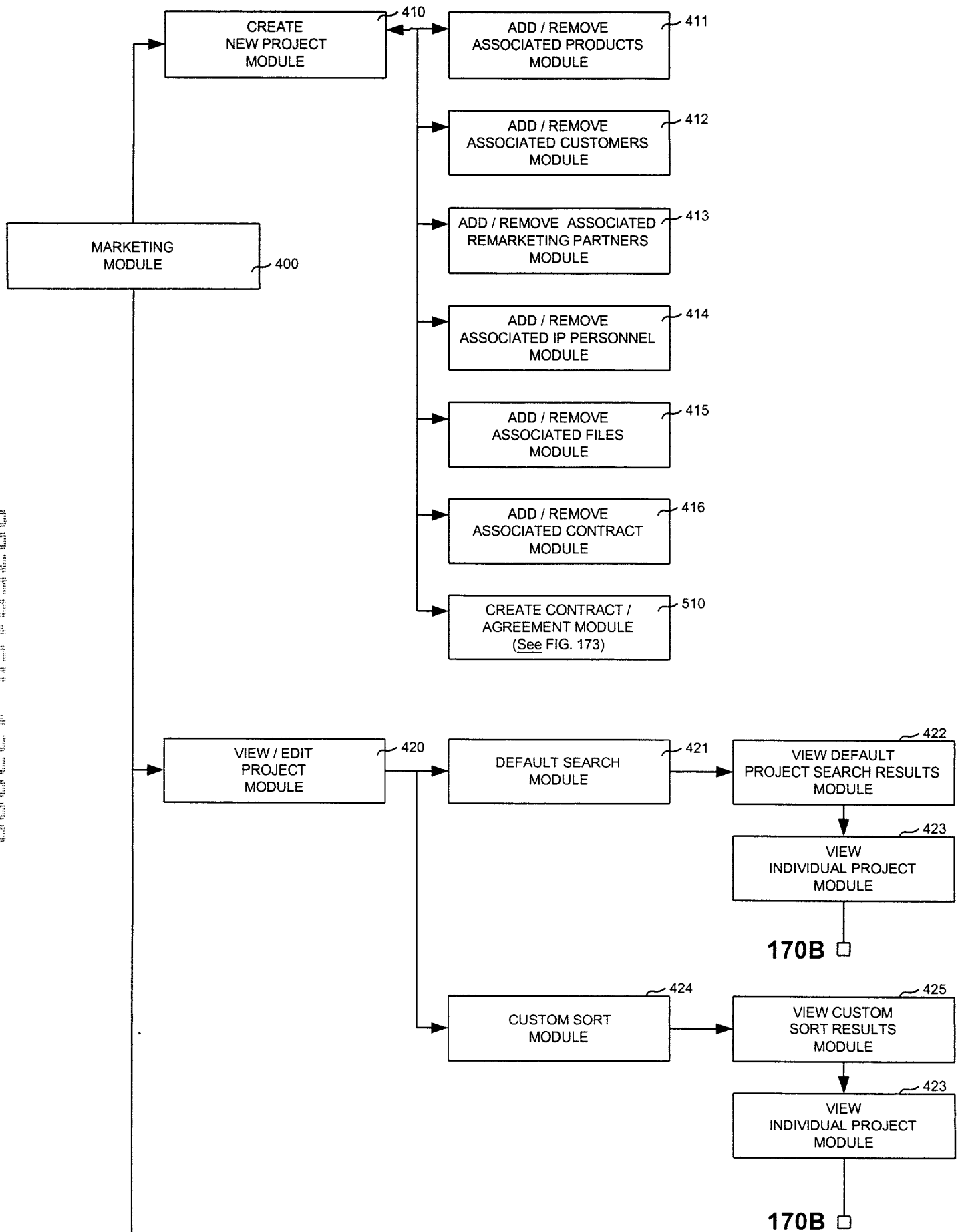


FIG. 170 170A

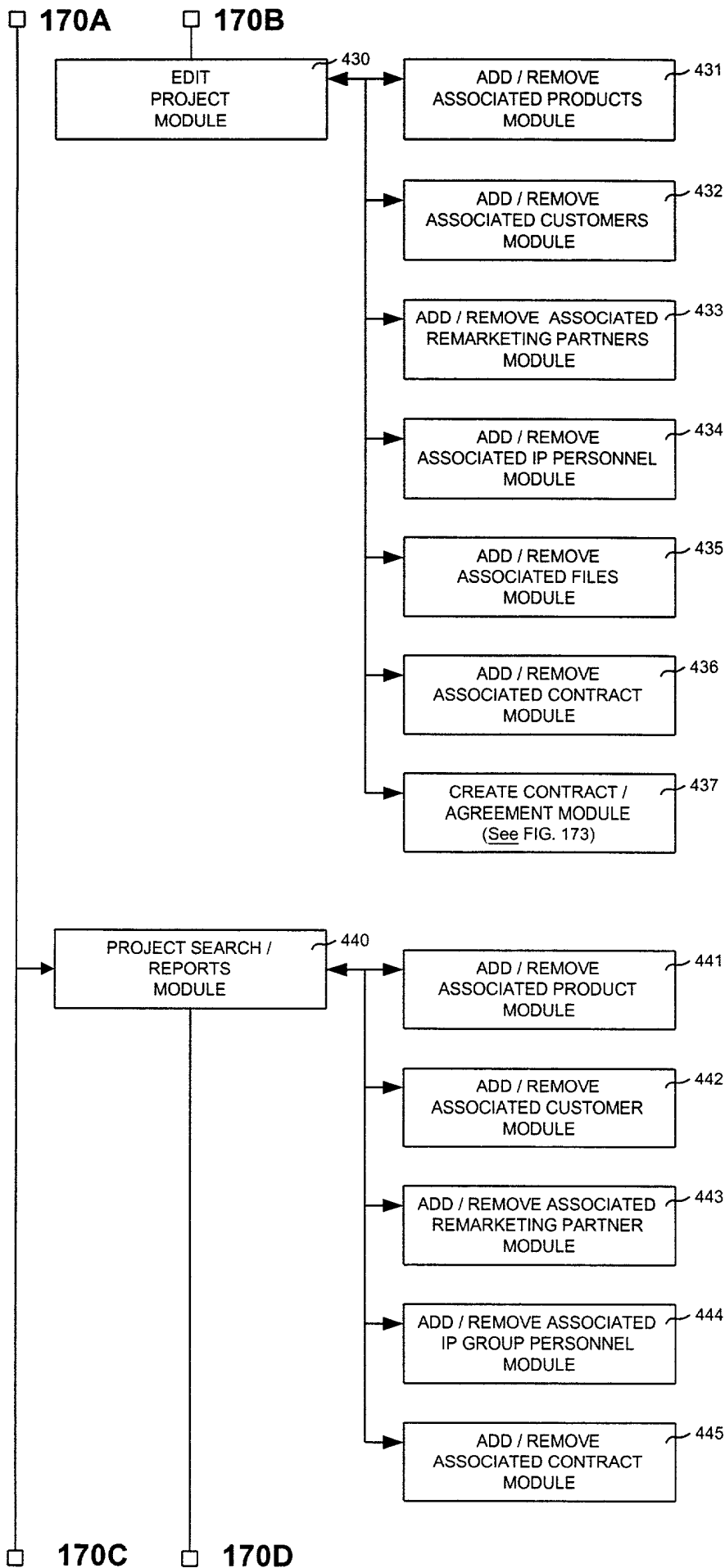


FIG. 171



FIG. 174 ☐ 173C

173C

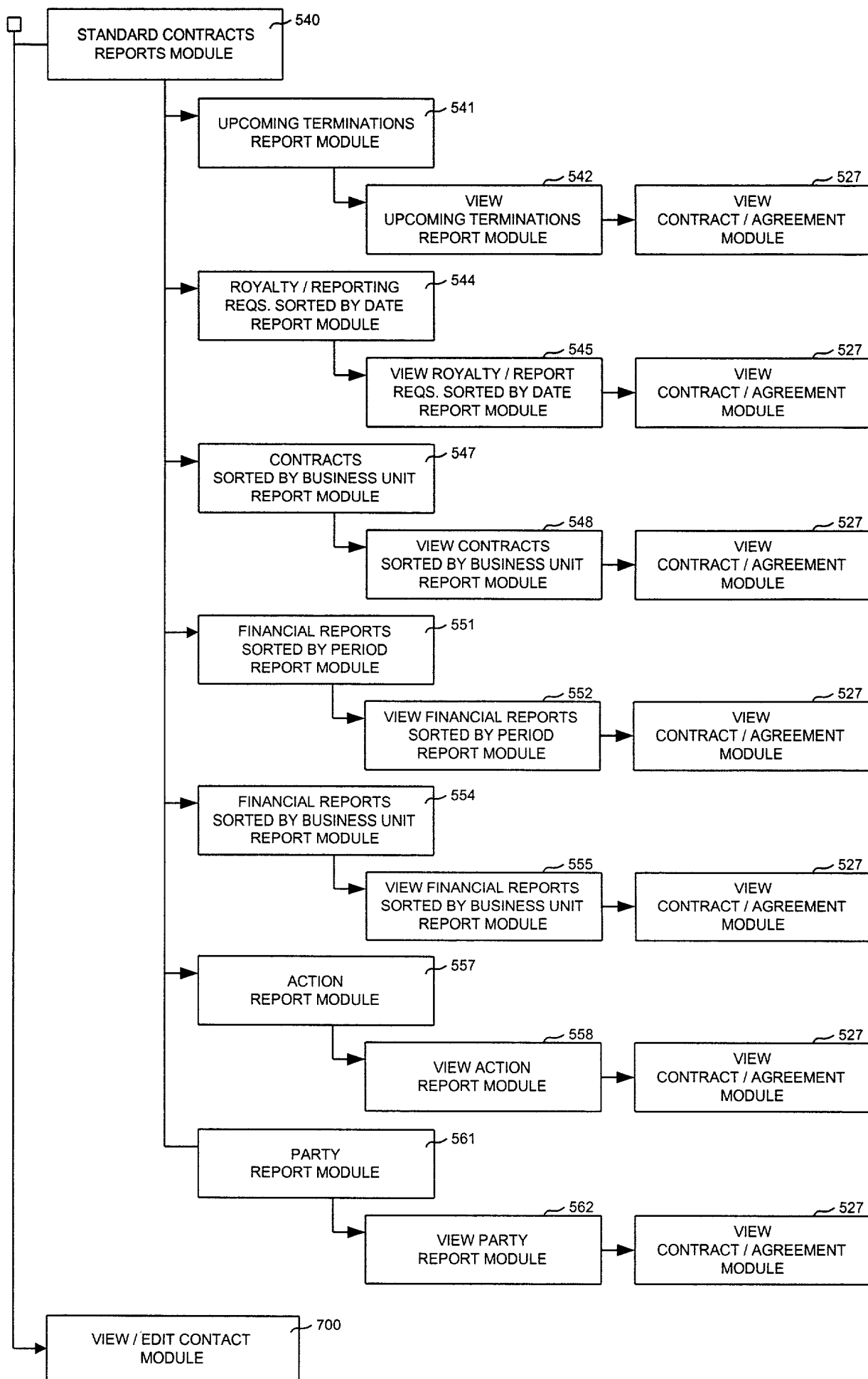


FIG. 175

005227-45105260

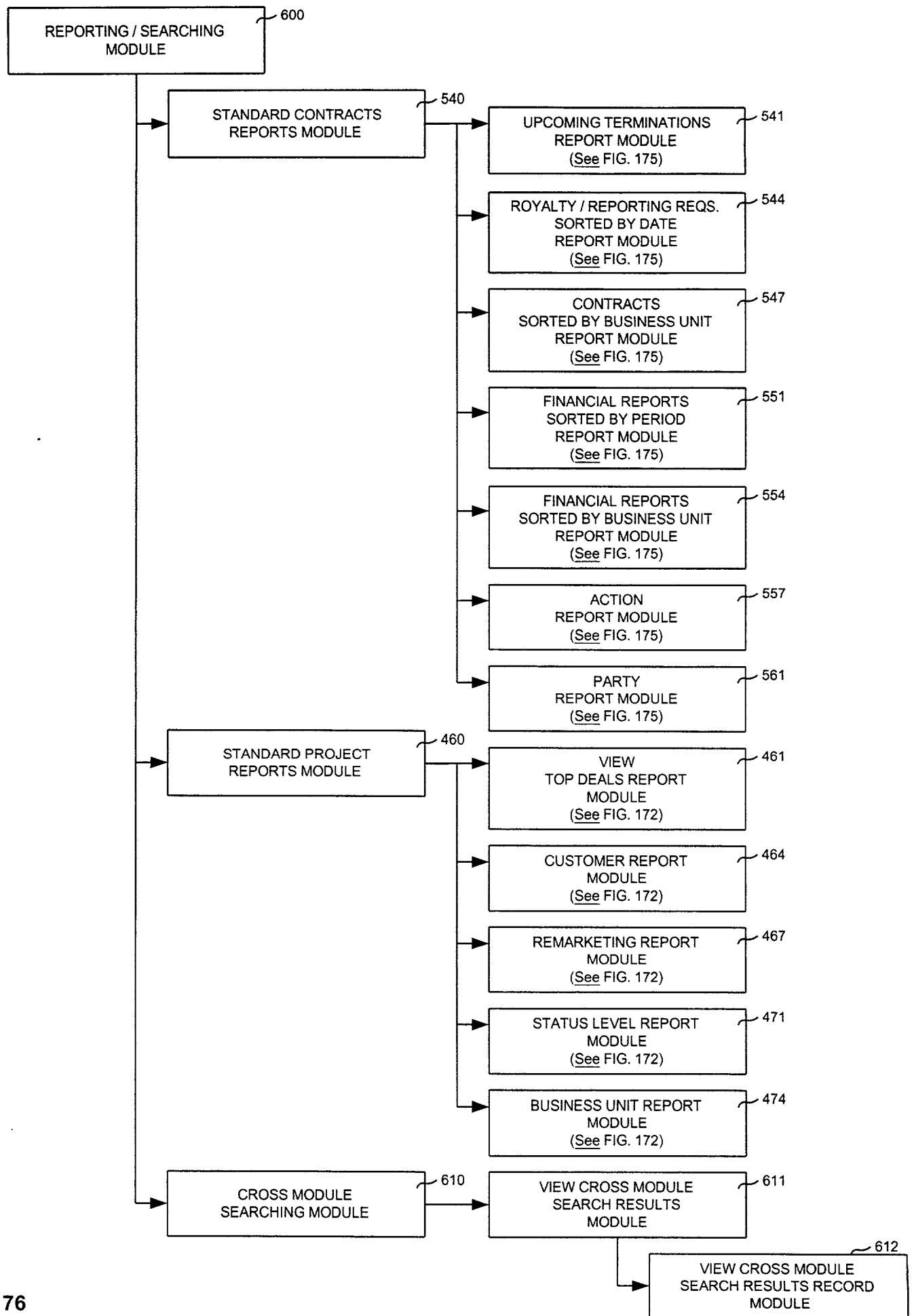


FIG. 176

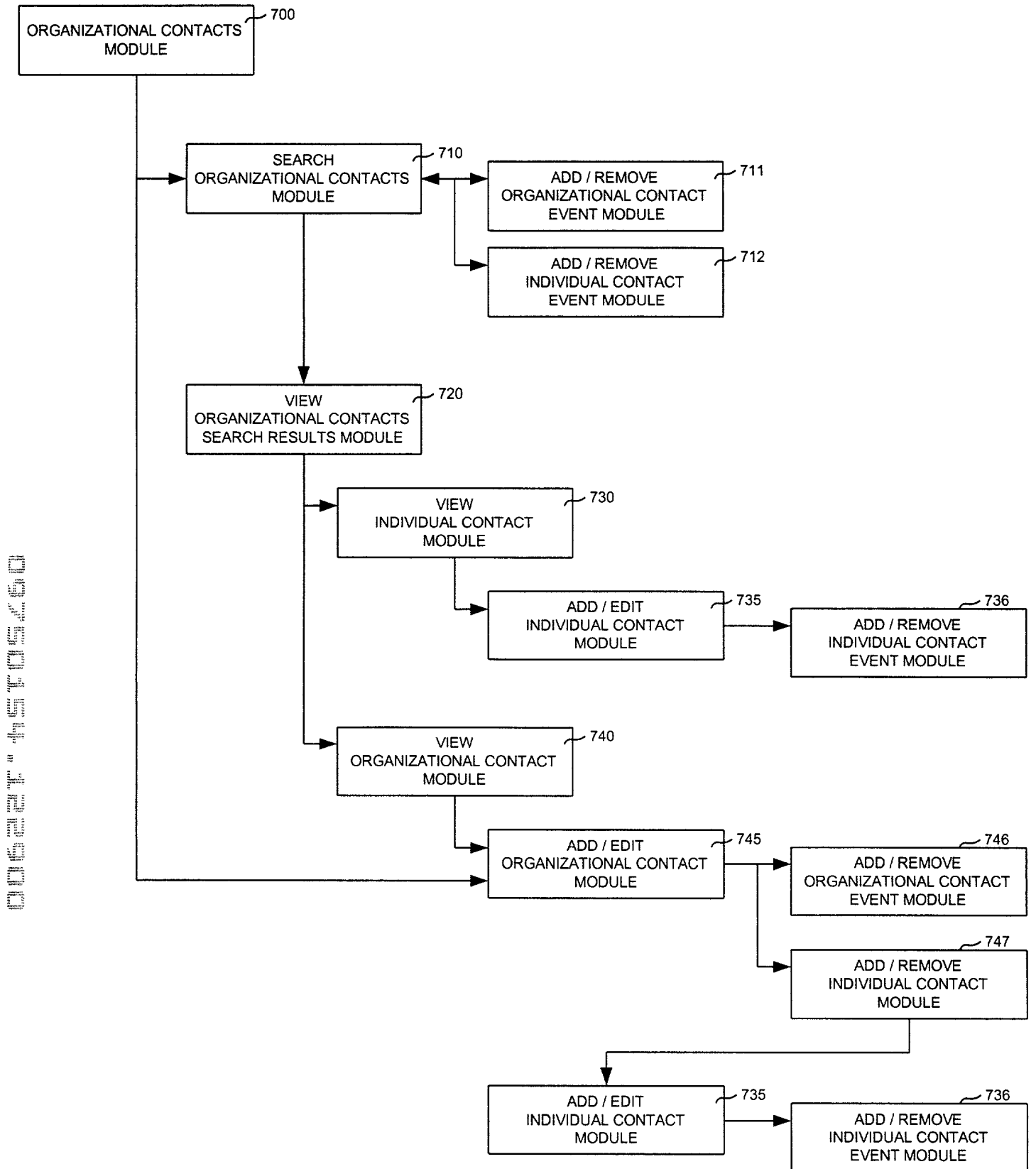


FIG. 177

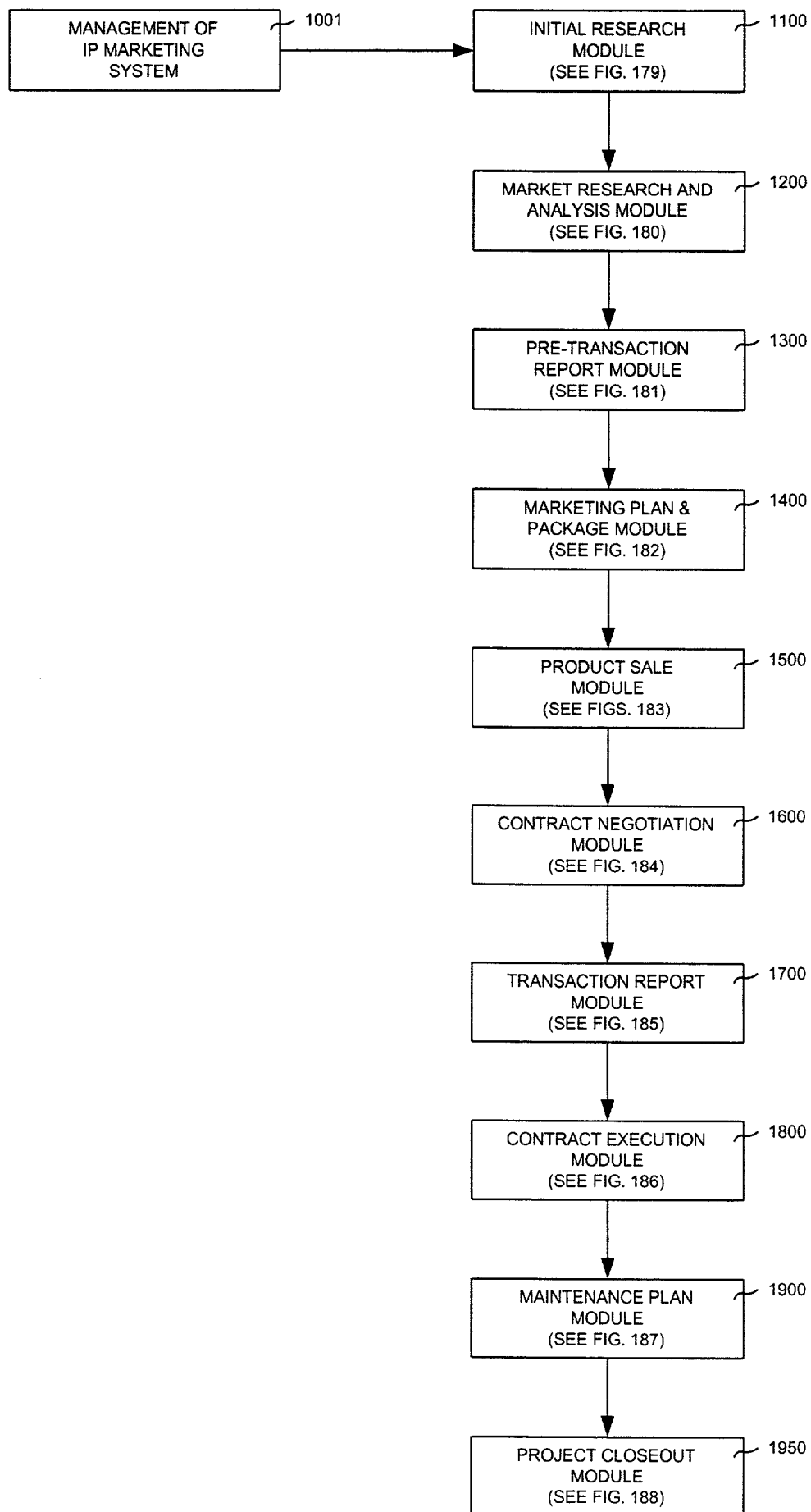


FIG. 178

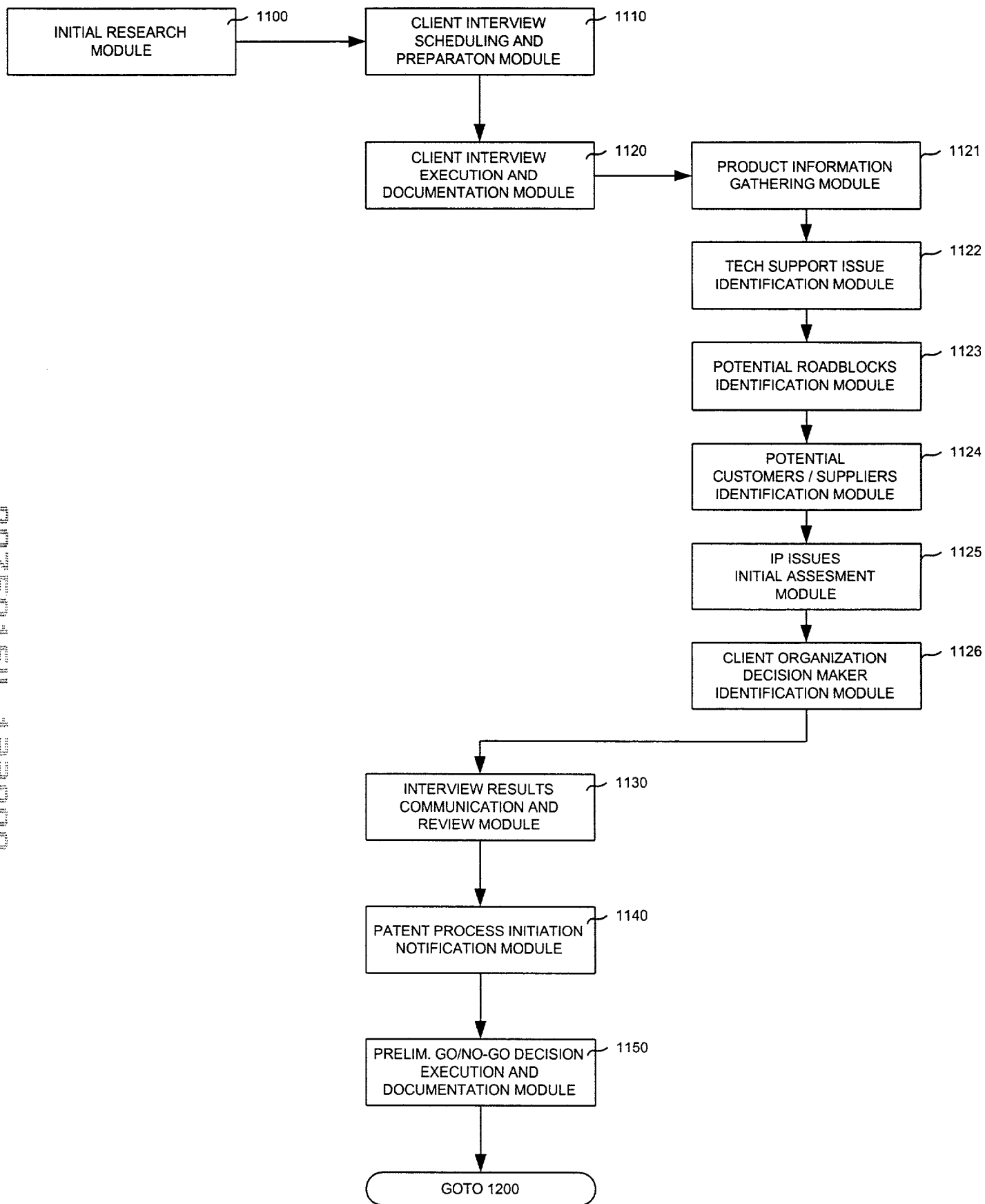


FIG. 179

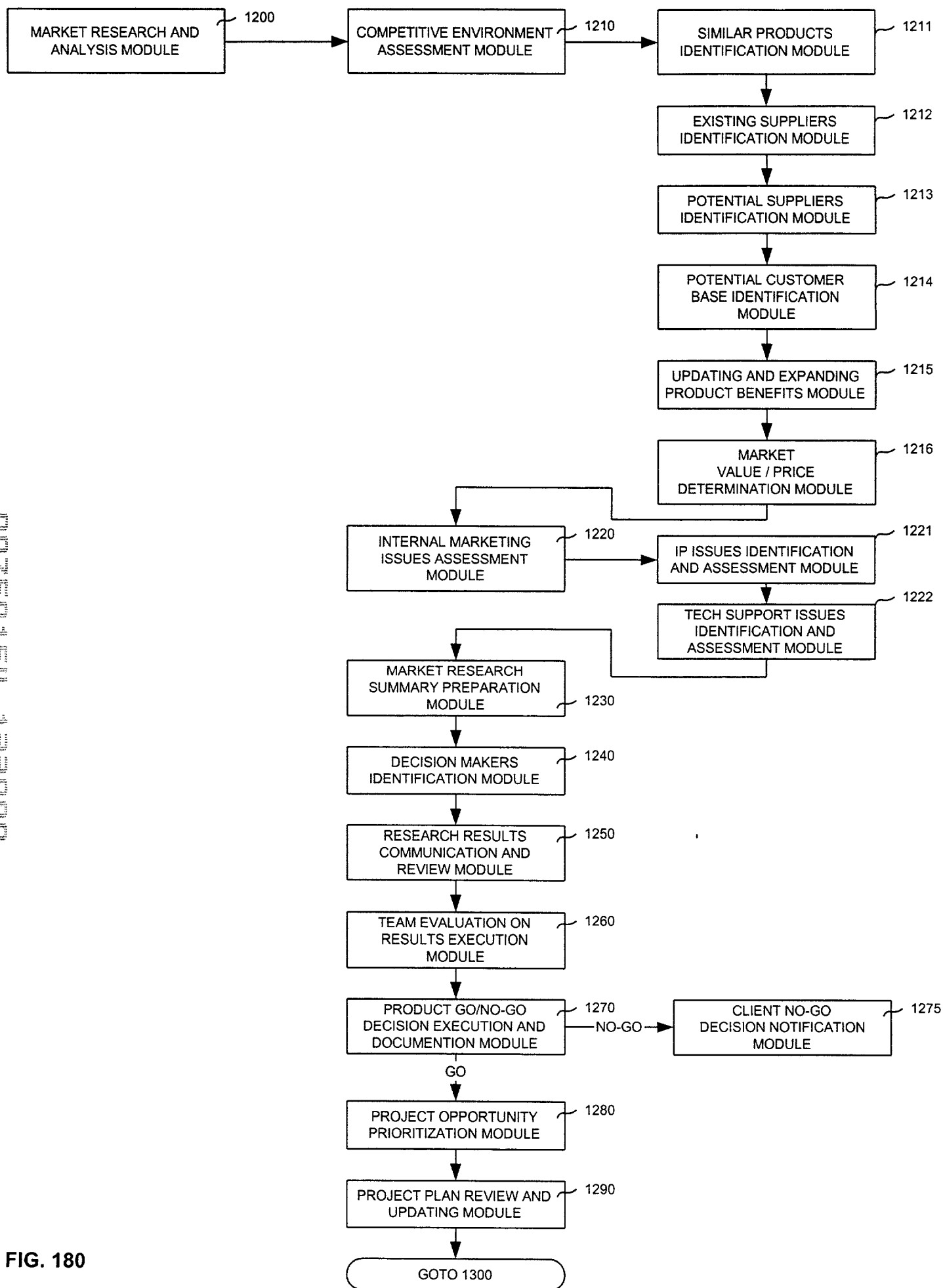


FIG. 180

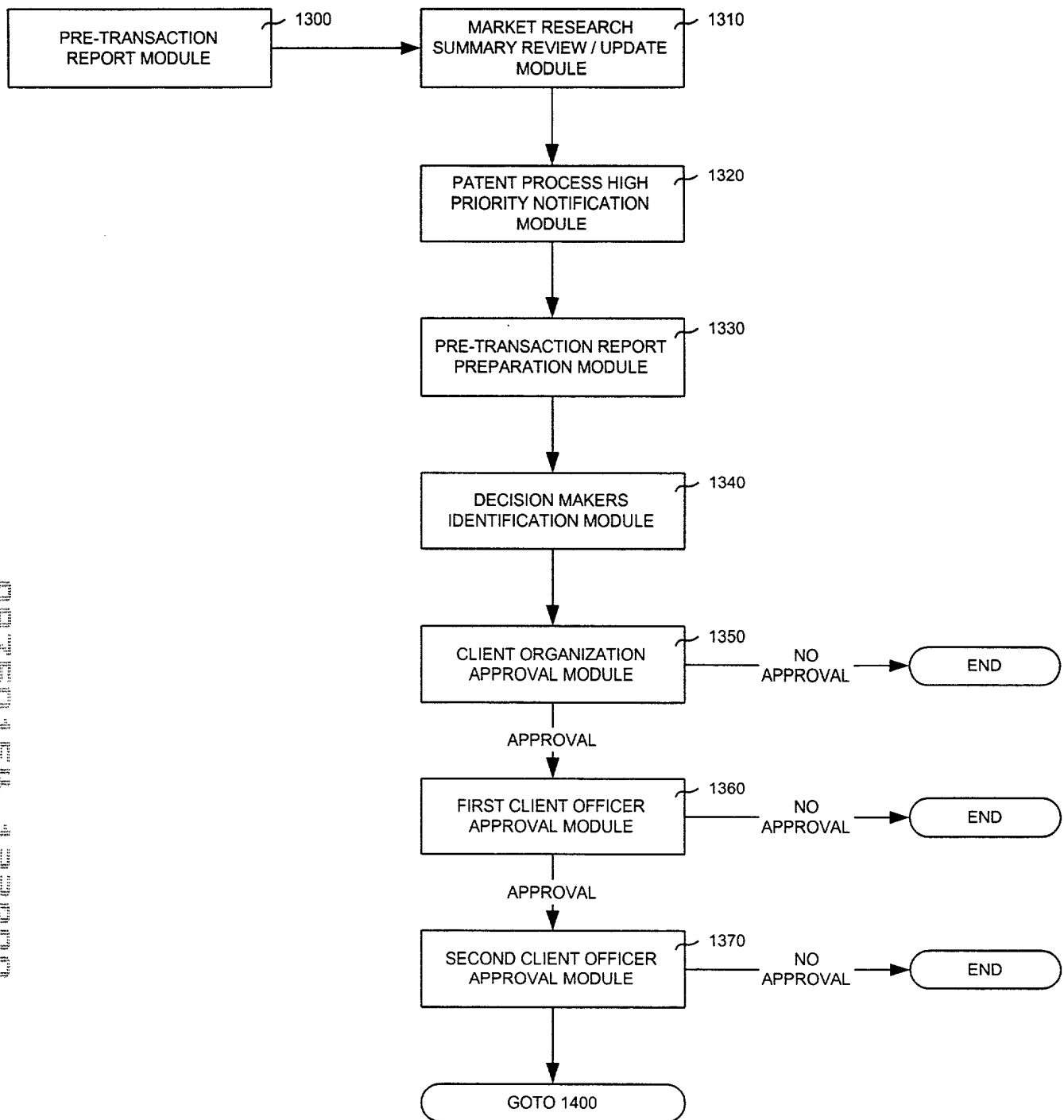


FIG. 181

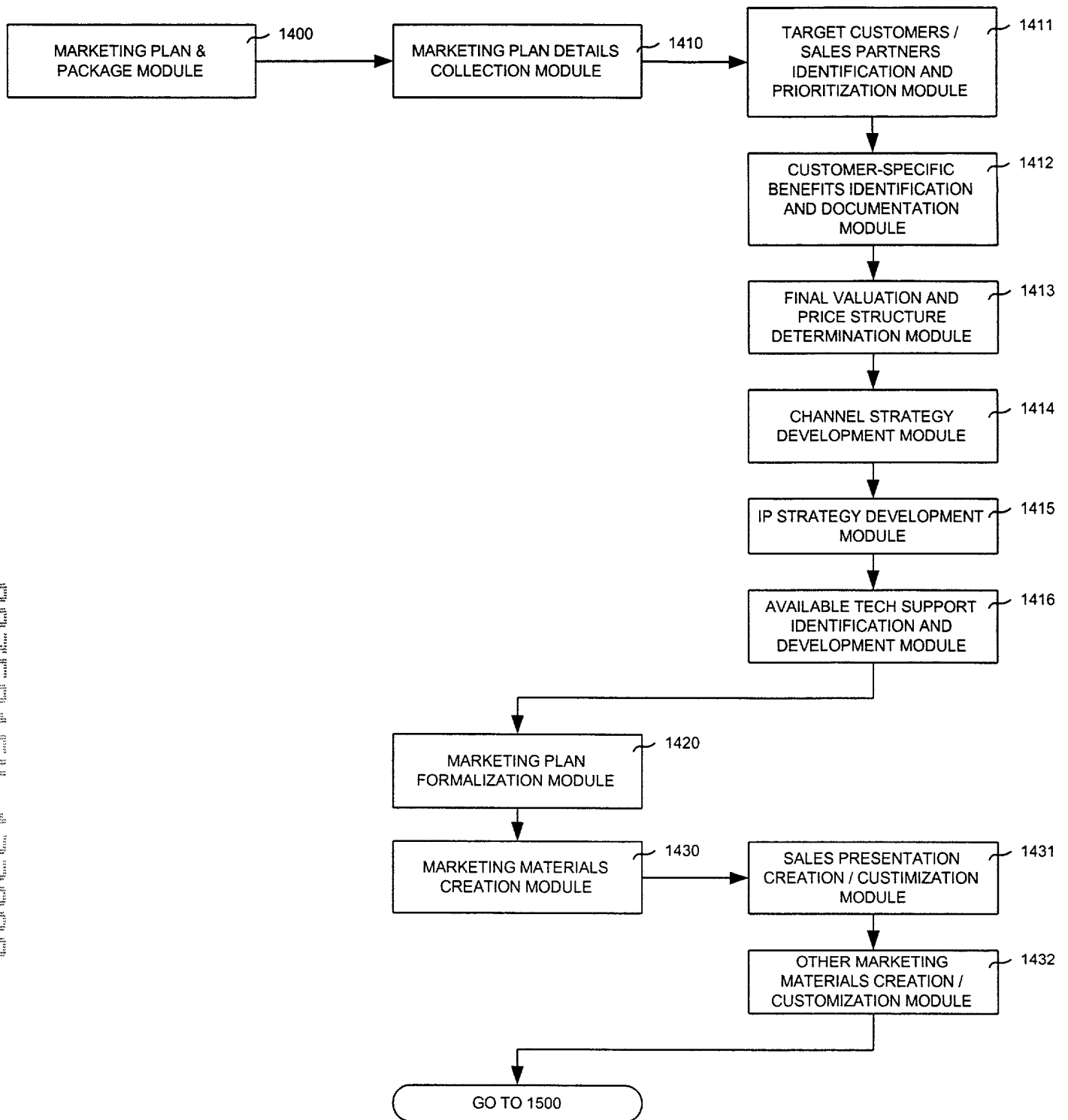
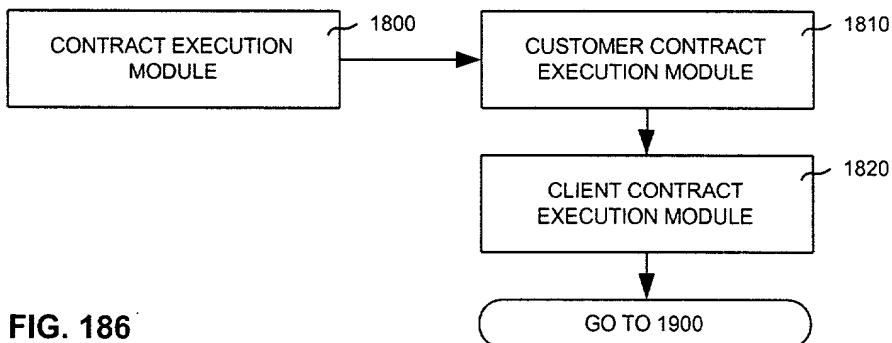
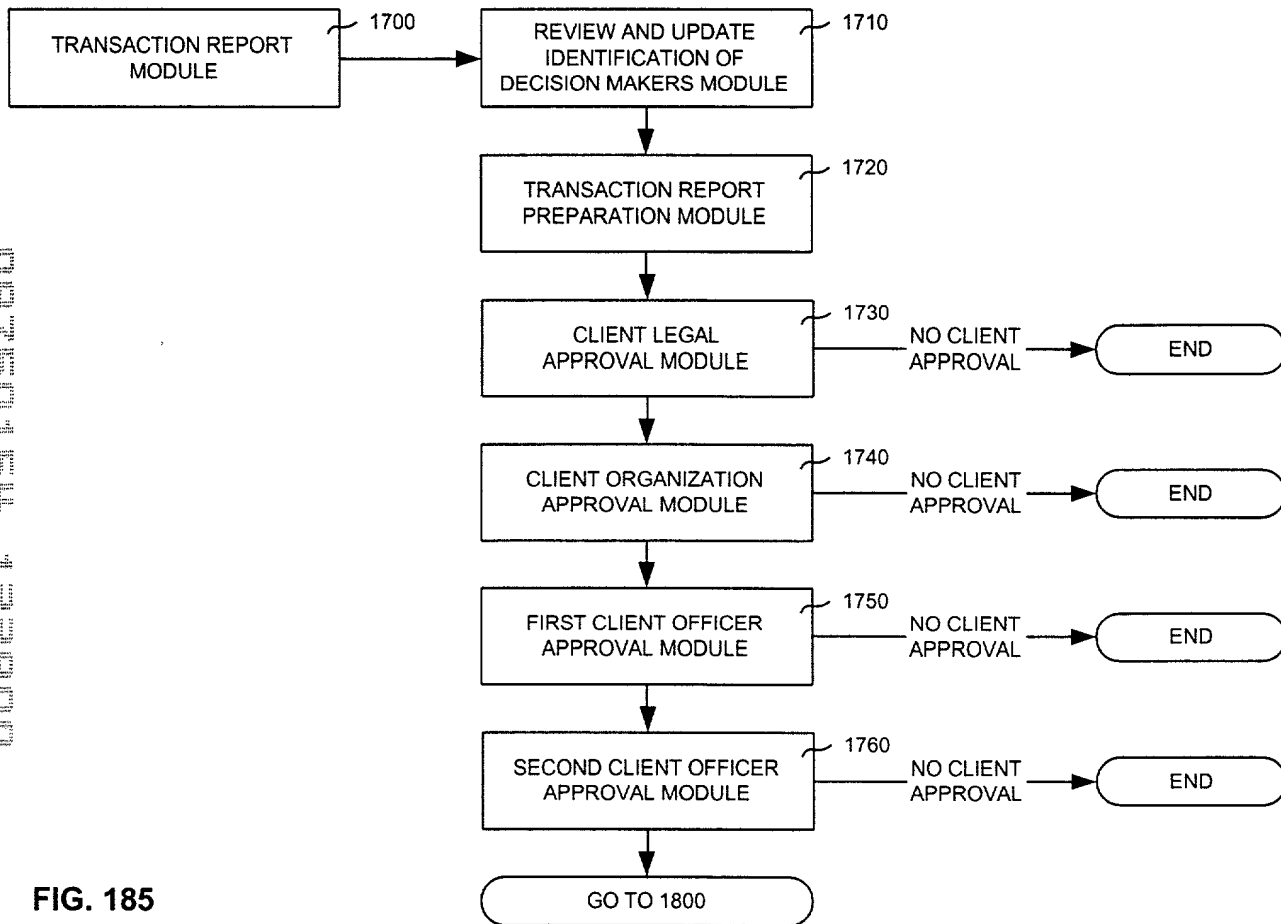
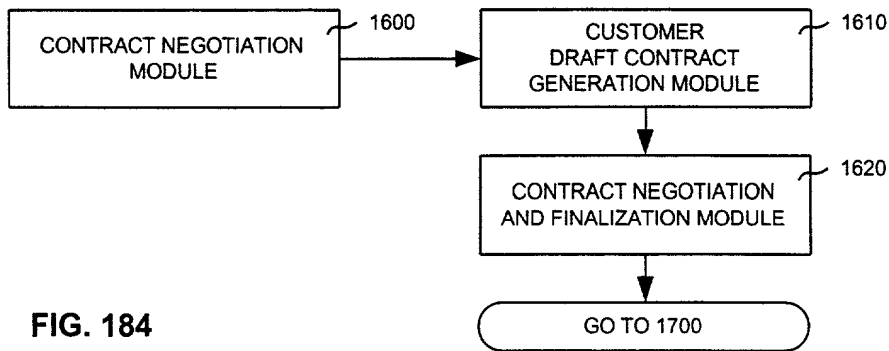
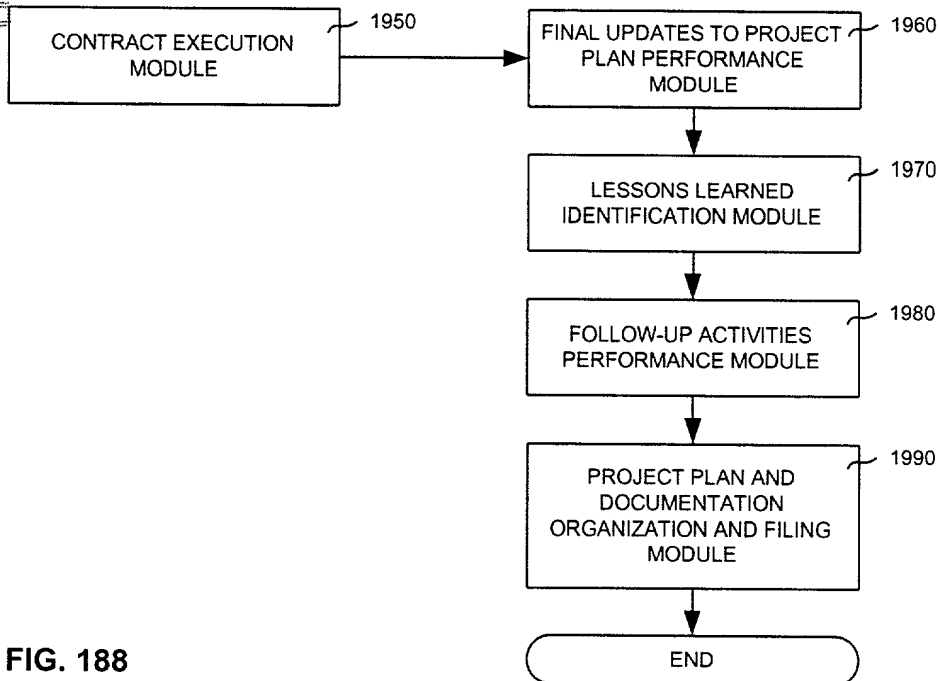
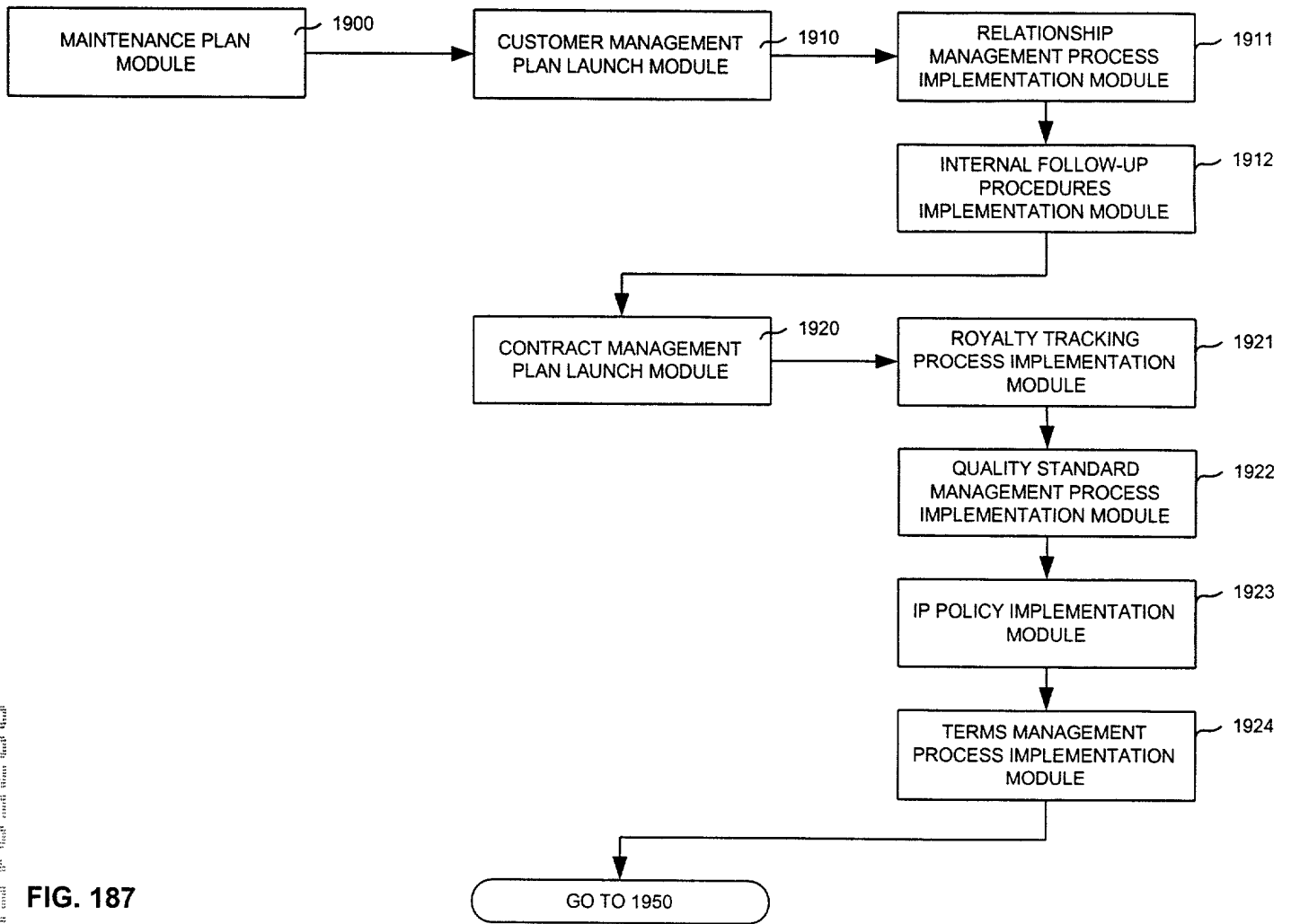


FIG. 182





Project Template Project Plan

ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources
1	1	Conduct Initial research	5 days	Mon 1/3/00	Fri 1/7/00			0%	No	Product Mgr
13	2	Conduct market research and analysis	10 days	Mon 1/10/00	Fri 1/21/00			0%	No	Mktg Analyst
31	3	Complete and approve pre-transaction report (PTR)	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Product Mgr
39	4	Develop marketing plan & package	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Mktg/Sales Rep
51	5	Sell product	50 days	Mon 2/14/00	Fri 4/21/00			0%	No	Mktg/Sales Rep
66	6	Negotiate contract	50 days	Mon 4/24/00	Fri 6/30/00			0%	No	Contract Mgr
69	7	Complete & approve transaction report (TR)	15 days	Mon 7/3/00	Fri 7/21/00			0%	No	Contract Mgr
76	8	Execute contract	10 days	Mon 7/24/00	Fri 8/4/00			0%	No	Contract Mgr
79	9	Set up maintenance plan	5 days	Mon 8/7/00	Fri 8/11/00		89	0%	No	Mktg/Sales Rep
88	10	Close out project	5 days	Mon 8/14/00	Fri 8/18/00			0%	Yes	Project Lead

FIG. 189

51 Sell product

At this point, duplicate project plan for each target customer for the specified product.

88 Close out project

Project may potentially end any one of several points within project plan. Must complete close out tasks at where ever project end falls within project plan.

FIG. 190

Project Template Project Plan

ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Deliv	Resources
1	1	Conduct initial research	5 days	Mon 1/3/00	Fri 1/7/00			0%	No	Product Mgr
2	1.1	Schedule & prepare for client interview	1 day	Mon 1/3/00	Mon 1/3/00		3	0%	No	Product Mgr
3	1.2	Conduct & document client interview	1 day	Tue 1/4/00	Tue 1/4/00	2	10,11	0%	No	Product Mgr
4	1.2.1	Gather product information	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr
5	1.2.2	ID tech support issues	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr
6	1.2.3	ID potential roadblocks	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr
7	1.2.4	ID potential customers/suppliers	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr
8	1.2.5	Perform initial assessment of IP issues	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr
9	1.2.6	ID client organization decision makers	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr
10	1.3	Communicate and review interview results	2 days	Wed 1/5/00	Thu 1/6/00	3	12	0%	No	Product Mgr
11	1.4	Notify <i>IPMAN</i> to begin patent process	1 day	Wed 1/5/00	Wed 1/5/00	3		0%	Yes	Product Mgr
12	1.5	Make & document prelim go/no-go decision	1 day	Fri 1/7/00	Fri 1/7/00	10	25,14,21	0%	Yes	Product Mgr
13	2	Conduct market research and analysis	10 days	Mon 1/10/00	Fri 1/21/00			0%	No	Mktg Analyst
14	2.1	Assess competitive environment	4 days	Mon 1/10/00	Thu 1/13/00	12	24	0%	No	Mktg Analyst
15	2.1.1	ID similar products	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst
16	2.1.2	ID existing suppliers	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst
17	2.1.3	ID potential suppliers	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst
18	2.1.4	ID potential customer base	4 days	Mon 1/10/00	Thu 1/13/00		41	0%	No	Mktg Analyst
19	2.1.5	Update & expand product benefits	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst
20	2.1.6	Determine market value/price	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst
21	2.2	Assess internal marketing issues	4 days	Mon 1/10/00	Thu 1/13/00	12	24	0%	No	Product Mgr
22	2.2.1	ID & assess IP issues	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Product Mgr
23	2.2.2	ID & assess tech support issues	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Product Mgr

ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources
24	2.3	Prepare market research summary	1 day	Fri 1/14/00	Fri 1/14/00	14,21	26	0%	Yes	Mktg Analyst
25	2.4	ID decision makers	1 day	Mon 1/10/00	Mon 1/10/00	12	26	0%	Yes	Product Mgr
26	2.5	Communicate and review research results	2 days	Mon 1/17/00	Tue 1/18/00	24,25	27	0%	No	Mktg Analyst
27	2.6	Conduct team evaluation on results	1 day	Wed 1/19/00	Wed 1/19/00	26	28	0%	No	Product Mgr
28	2.7	Make & document product go/no go decision	1 day	Thu 1/20/00	Thu 1/20/00	27	29,30	0%	Yes	Product Mgr
29	2.8	Prioritize project opportunity or notify client of no go decision	1 day	Fri 1/21/00	Fri 1/21/00	28	41,34,35,32,33,4	0%	Yes	Product Mgr
30	2.9	Review & update project plan	1 day	Fri 1/21/00	Fri 1/21/00	28		0%	Yes	Product Mgr
31	3	Complete and approve pre-transaction report (PTR)	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Product Mgr
32	3.1	Review/update market research summary	1 day	Mon 1/24/00	Mon 1/24/00	29		0%	Yes	Mktg Analyst
33	3.2	Notify <i>IPATA</i> of potential sale/move patent process into high priority	1 day	Mon 1/24/00	Mon 1/24/00	29		0%	No	Product Mgr
34	3.3	Prepare PTR	5 days	Mon 1/24/00	Fri 1/28/00	29	36	0%	Yes	Product Mgr
35	3.4	ID decision makers	1 day	Mon 1/24/00	Mon 1/24/00	29		0%	Yes	Product Mgr
36	3.5	Gain client organization approval	4 days	Mon 1/31/00	Thu 2/3/00	34	37	0%	Yes	Product Mgr
37	3.6	Gain VP Corporate Development approval	3 days	Fri 2/4/00	Tue 2/8/00	36	38	0%	Yes	Product Mgr
38	3.7	Gain VP CIO approval	3 days	Wed 2/9/00	Fri 2/11/00	37	52	0%	Yes	Product Mgr
39	4	Develop marketing plan & package	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Mktg/Sales Rep
40	4.1	Gather marketing plan details	5 days	Mon 1/24/00	Fri 1/28/00	29	47	0%	No	Mktg/Sales Rep
41	4.1.1	ID & prioritize target customer(s)/sales partners	5 days	Mon 1/24/00	Fri 1/28/00	18,29		0%	Yes	Mktg/Sales Rep
42	4.1.2	ID & document customer-specific benefits	5 days	Mon 1/24/00	Fri 1/28/00			0%	Yes	Mktg/Sales Rep
43	4.1.3	Determine final valuation & price structure	5 days	Mon 1/24/00	Fri 1/28/00			0%	Yes	Mktg Analyst
44	4.1.4	Develop channel strategy	5 days	Mon 1/24/00	Fri 1/28/00			0%	Yes	Mktg/Sales Rep
45	4.1.5	Develop IP strategy	5 days	Mon 1/24/00	Fri 1/28/00			0%	No	Mktg/Sales Rep
46	4.1.6	ID & develop available tech support	5 days	Mon 1/24/00	Fri 1/28/00			0%	No	Mktg/Sales Rep

ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources
47	4.2	Formalize marketing plan	5 days	Mon 1/31/00	Fri 2/4/00	40	50,49	0%	Yes	Mktg/Sales Rep
48	4.3	Create marketing materials	5 days	Mon 2/7/00	Fri 2/11/00			0%	No	Product Mgr
49	4.3.1	Create/customize sales presentation	5 days	Mon 2/7/00	Fri 2/11/00	47		0%	Yes	Product Mgr
50	4.3.2	Create/customize other marketing materials	5 days	Mon 2/7/00	Fri 2/11/00	47		0%	Yes	Product Mgr
51	5	Sell product	50 days	Mon 2/14/00	Fri 4/21/00			0%	No	Mktg/Sales Rep
52	5.1	Make initial contact with customer(s)/sales partners	3 days	Mon 2/14/00	Wed 2/16/00	38	53	0%	Yes	Mktg/Sales Rep
53	5.2	Obtain NDA from customer/sales partner	5 days	Thu 2/17/00	Wed 2/23/00	52	54	0%	Yes	Mktg/Sales Rep
54	5.3	Coordinate & plan sales meeting	10 days	Thu 2/24/00	Wed 3/8/00	53	55	0%	Yes	Mktg/Sales Rep
55	5.4	Conduct sales meeting	1 day	Thu 3/9/00	Thu 3/9/00	54	56	0%	No	Mktg/Sales Rep
56	5.5	ID follow-up sales activities	1 day	Fri 3/10/00	Fri 3/10/00	55	57	0%	Yes	Mktg/Sales Rep
57	5.6	Perform follow-up sales activities	5 days	Mon 3/13/00	Fri 3/17/00	56	58	0%	No	Mktg/Sales Rep
58	5.7	Finalize sales decision	10 days	Mon 3/20/00	Fri 3/31/00	57	59,60,62	0%	Yes	Mktg/Sales Rep
59	5.8	Document go/no go sale decision	1 day	Mon 4/3/00	Mon 4/3/00	58		0%	Yes	Mktg/Sales Rep
60	5.9	Review & update project plan	1 day	Mon 4/3/00	Mon 4/3/00	58		0%	Yes	Mktg/Sales Rep
61	5.10	Perform pre-negotiation activities	15 days	Mon 4/3/00	Fri 4/21/00			0%	No	Mktg/Sales Rep
62	5.10.1	Coordinate & plan meeting to discuss deal parameters	10 days	Mon 4/3/00	Fri 4/14/00	58	63	0%	Yes	Mktg/Sales Rep
63	5.10.2	Conduct meeting to discuss deal parameters	1 day	Mon 4/17/00	Mon 4/17/00	62	64	0%	No	Mktg/Sales Rep
64	5.10.3	Prepare term sheet	3 days	Tue 4/18/00	Thu 4/20/00	63	65	0%	Yes	Mktg/Sales Rep
65	5.10.4	Communicate term sheet to Contracts	1 day	Fri 4/21/00	Fri 4/21/00	64	67	0%	No	Mktg/Sales Rep
66	6	Negotiate contract	50 days	Mon 4/24/00	Fri 6/30/00			0%	No	Contract Mgr
67	6.1	Generate draft contract for customer	5 days	Mon 4/24/00	Fri 4/28/00	65	68	0%	Yes	Contract Mgr
68	6.2	Negotiate and finalize contract	45 days	Mon 5/1/00	Fri 6/30/00	67	70,71	0%	Yes	Contract Mgr
69	7	Complete & approve transaction report (TR)	15 days	Mon 7/3/00	Fri 7/21/00			0%	No	Contract Mgr

Project Template Project Plan

ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources
70	7.1	Review/update decision makers	1 day	Mon 7/3/00	Mon 7/3/00	68		0%	Yes	Mktg/Sales Rep
71	7.2	Prepare TR	5 days	Mon 7/3/00	Fri 7/7/00	68	72	0%	Yes	Mktg/Sales Rep
72	7.3	Obtain <i>IPMARK</i> legal approval	1 day	Mon 7/10/00	Mon 7/10/00	71	73	0%	Yes	Contract Mgr
73	7.4	Obtain client organization approval	3 days	Tue 7/11/00	Thu 7/13/00	72	74	0%	Yes	Contract Mgr
74	7.5	Obtain VP Corporate Development approval	3 days	Fri 7/14/00	Tue 7/18/00	73	75	0%	Yes	Contract Mgr
75	7.6	Obtain VP CIO approval	3 days	Wed 7/19/00	Fri 7/21/00	74	77	0%	Yes	Contract Mgr
76	8	Execute contract	10 days	Mon 7/24/00	Fri 8/4/00			0%	No	Contract Mgr
77	8.1	Obtain customer contract signature	8 days	Mon 7/24/00	Wed 8/2/00	75	78	0%	Yes	Contract Mgr
78	8.2	Obtain <i>IPMARK</i> contract signature	2 days	Thu 8/3/00	Fri 8/4/00	77	80.83	0%	Yes	Contract Mgr
79	9	Set up maintenance plan	5 days	Mon 8/7/00	Fri 8/11/00		89	0%	No	Mktg/Sales Rep
80	9.1	Launch customer management plan	5 days	Mon 8/7/00	Fri 8/11/00	78		0%	No	Mktg/Sales Rep
81	9.1.1	Implement relationship management process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Mktg/Sales Rep
82	9.1.2	Implement internal follow-up procedures	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Mktg/Sales Rep
83	9.2	Launch contract management plan	5 days	Mon 8/7/00	Fri 8/11/00	78		0%	No	Contract Mgr
84	9.2.1	Implement royalty tracking process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr
85	9.2.2	Implement quality standard management process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr
86	9.2.3	Implement IP policing	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr
87	9.2.4	Implement terms management process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr
88	10	Close out project	5 days	Mon 8/14/00	Fri 8/18/00			0%	Yes	Project Lead
89	10.1	Perform final updates to project plan	1 day	Mon 8/14/00	Mon 8/14/00	79	90	0%	Yes	Project Lead
90	10.2	Identify lessons learned & perform follow-up activities	2 days	Tue 8/15/00	Wed 8/16/00	89	91	0%	Yes	Project Lead
91	10.3	Organize & file project plan & documentation	2 days	Thu 8/17/00	Fri 8/18/00	90		0%	Yes	Project Lead

- 3 Conduct & document client interview
If create interview form, can eliminate tasks 1.2.1 thru 1.2.6
- 4 Gather product information
Must include product benefits, similar products, etc.
- 5 ID tech support issues
Type of support required? Tech transfer? Support partner? No support?
- 8 Perform initial assessment of IP issues
Title and rights:
1. Ownership?
2. Protection?
3. Possible infringement?
- 9 ID client organization decision makers
Consider decision makers and needed officer buy-in.
Notify / ~~PM~~ ~~MA~~ to begin patent process
- 11 Potential checklist/form for interview process. If form, change task to "Provide interview form (name or number) to IPMAN". This notification will trigger IPMAN to review patent status.
- 12 Make & document prelim go/no-go decision
Potential form to doc reasons for go/no go.
- 14 Assess competitive environment
Potential checklist or standard form for assessing comp. environment. If so, may choose to delete 2.1.1 thru 2.1.7 and change 2.1 task name to something like complete Form XXX, Competitive Environment Assessment.
- 22 ID & assess IP issues
Expanded investigation of any ownership, protection, potential infringement issues.
- 24 Prepare market research summary
Potential Score Card form. If so, indicate in task field.
- 25 ID decision makers
Verify that all key decision makers are identified
- 28 Make & document product go/no go decision
Potential form to doc reasons for go/no go.
- 29 Prioritize project opportunity or notify client of no go decision
Create scorecard to prioritize.
Create form letter that thanks client and notifies of status of product.
- 32 Review/update market research summary
Potential form, Part 2 of Score Card, more market plan specific info.
- 34 Prepare PTR
No formal client interview but Product Manager will communicate with client regularly while preparing the PTR
- 35 ID decision makers
May require multiple client approvals. If so, add task for additional approval(s) - i.e. business unit and IT approval.
If patent license, add task for ~~owner~~ approval.
- 42 ID & document customer-specific benefits
If form or checklist, can eliminate this task. May be considered part of marketing plan.
- 43 Determine final valuation & price structure
If form or checklist, can eliminate this task.

- 51 **Sell product**
At this point, duplicate project plan for each target customer for the specified product.
- 52 **Make initial contact with customer(s)/sales partners**
Must have signed PTR before initial contact with potential customer
- 53 **Obtain NDA from customer/sales partner**
Inbound NDA for receiving information and mutual NDA also available on h: drive
- 55 **Conduct sales meeting**
Including PowerPoint sales presentation
- 56 **ID follow-up sales activities**
May include demos, site visits to existing customers, brochures, additional presentations, response to meeting questions...OR NOTHING!
- 58 **Finalize sales decision**
Resource for this task is actually the customer.
- 63 **Conduct meeting to discuss deal parameters**
Recommend use term sheet for outline of meeting agenda. See link to term sheet on task 5.10.3, Prepare term sheet.
- 68 **Negotiate and finalize contract**
Could be multiple drafts and result in additional meetings between IPMARK and customer, includes obtaining all necessary approvals
- 71 **Prepare TR**
If time & resources permit, Mktg/Sales rep should begin pulling together the TR in parallel with task 6.2, Negotiate & finalize contract.
- 85 **Implement quality standard management process**
Follow up with new customer/sales partner for samples of products to check for product quality.
- 88 **Close out project**
Project may potentially end any one of several points within project plan. Must complete close out tasks at where ever project end falls within project plan.
- 89 **Perform final updates to project plan**
Final updates include any clean-up to project plan, e.g. review/update task durations to accurately represent time spent on project tasks. Final update helpful in accurately tracking project and project plan efficiency to allow for process improvement.
- 90 **Identify lessons learned & perform follow-up activities**
Follow-up could include analyzing project effectiveness and updating generic plan
- 91 **Organize & file project plan & documentation**
Final project plan should be part of project documentation. Need to develop checklist for keep/not keep documentation. May want to choose std color file for this so always identifiable. Also consider one color for project in progress and another color for project complete.

Client Interview questionnaire (task 1.2)

(Completion Date: _____)

1. Gather product information
2. ID tech support issues
3. ID potential roadblocks
4. ID potential customers/suppliers
5. Perform initial assessment of IP issues
6. ID client organization decision makers

Assess competitive environment checklist (task 2.1)
(Duration: 4 days – Complete by: _____)

ID similar products _____

ID existing suppliers _____

ID potential suppliers _____

ID potential customer base _____

Update & expand product benefits _____

Determine market value/price..... _____

00622T"45405/60

FIG. 198

Assess internal marketing issues checklist (task 2.2)
(Addresses internal IP and Tech Support issues)

1. ID & assess IP issues

2. ID & assess tech support issues

**INTELLECTUAL PROPERTY OUTMARKETING
PRE-TRANSACTION REPORT**

Product/Project Name: _____

Entity Requesting: _____

**Contacts (Entity
Name, Phone Numbers,
Email):** _____

**Outmarketing Party(s)
(Company, Address, State of
Incorporation, Contacts, Phone
Phone Numbers):** _____

Intellectual Property Involved:
(Patents, Trademarks, Trade
Secrets, Software, etc.) _____

**Background of Deal
(How Deal Developed,
Summary of
Intellectual Property
Functionality/Uses,
Deal Structure):** _____

**Financial Analysis
(Revenue to be Recognized,
Cost Savings, etc.):** _____

**Competitive Analysis
(Worldwide, Outside US,
US only, Outside 9 State
Region, etc.):** _____

**Status of Deal
(Ready to Sign Up, Need
Negotiation Assistance):** _____

**Anticipated Timeline
(Initial Meeting, Demos,
Sign Contract, etc.):** _____

_____, a _____ Corporation subsidiary, requests IPMARK
_____ on its behalf to enter into an intellectual property outmarketing agreement according to the above-
described terms.

_____ Requestor	_____ Entity/Dept.	_____ Title	_____ Date
--------------------	-----------------------	----------------	---------------

Marketing Plan checklist (task 4.1)

- ID & prioritize target customer(s)/sales partners _____
- ID & document customer-specific benefits _____
- Determine final valuation & price structure _____
- Develop channel strategy _____
- Develop IP strategy _____
- ID & develop available tech support _____
- Formalize marketing plan _____

006227-4305450

FIG. 201

NONDISCLOSURE AGREEMENT

THIS NONDISCLOSURE AGREEMENT is made by and between [Name of _____ Entity], a corporation organized under the laws of _____ ("OWNER"), and _____, a corporation organized under the laws of _____ (the "Company"), effective as of _____, 20____. The parties agree as follows:

1. Project Defined. The Company may receive from OWNER information of a non-public nature for use by the Company and its officers, directors, agents, employees and representatives, including financial and legal advisers (collectively "Representatives"), in the course of the performance of the Company's services for OWNER in connection with _____

(the "Project").

2. Information Defined. The Company acknowledges that, in the course of its performance of services for or discussions with OWNER in connection with the Project, the Company will receive certain private and proprietary information from or about OWNER or its affiliates, including but not limited to technical, financial or business information and models, names of customers or partners; proposed business deals, reports, plans, market projections, software programs, data or any other private and proprietary information relating to the Project which may include certain trade secrets ("Information"). The term "Information" as used herein also includes: (i) the fact that the Information has been made available to or is being inspected or evaluated by the Company; (ii) the fact that the Company is providing services to OWNER or is otherwise involved in or discussing the Project; and (iii) any information, work papers, analyses, compilations, projections, studies, documents, terms, conditions, correspondence, facts or other materials derived or produced by the Company or its representatives for OWNER in connection with the Project. Any Information supplied by OWNER to the Company prior to the execution of this Agreement shall be subject to the same treatment as the Information made available after the execution of this Agreement.

3. Exclusions from Definition. The term "Information" as used herein does not include any data or information that: (a) is already known to the Company at the time it is disclosed to the Company; or (b) before being divulged by the Company: (i) has become generally known to the public through no wrongful act of the Company or its representatives; (ii) has been rightfully received by the Company from a third party without restriction on disclosure and without a breach of an obligation of confidentiality

PRIVATE/PROPRIETARY/LOCK

running directly or indirectly to *OWNER*; (iii) has been approved for release by a written authorization by *OWNER*; or (iv) is independently developed by the Company without use, directly or indirectly, of the Information received from *OWNER*.

4. Nondisclosure Obligation. The Company shall keep the Information confidential and shall not disclose such Information, in whole or in part, to any person other than its Representatives who need to know such Information in connection with the Company's performance of services for *OWNER* in connection with the Project except with the prior written consent of *OWNER* or as otherwise permitted hereunder. Such Representatives shall be informed by the Company of the confidential nature of the Information and shall be required by the Company to agree in writing to be bound by this Agreement. The Information shall be used by the Company solely for the purpose of performing services for or otherwise evaluating the information provided by *OWNER* in connection with the Project, and shall not be otherwise used for the Company's own benefit or for any purpose detrimental to the interests of

5. Standard of Protection. For the purpose of complying with the obligations set forth herein, the Company shall use efforts commensurate with those that it employs for the protection of corresponding sensitive information of its own, which shall in any event be no lesser a standard than the type of efforts that would be taken by a reasonable business for the protection of its own highly confidential information and trade secrets.

6. Compliance with Legal Process. In the event that the Company is legally requested or required (by oral questions, interrogatories, requests for information or documents, subpoena, Civil Investigative Demand or similar process or, in the opinion of counsel for the Company, by federal or state securities or other statutes, regulations or laws) to disclose any Information, the Company shall promptly notify *OWNER* of such request or requirement prior to disclosure so that *OWNER* may seek an appropriate protective order and/or waive compliance with the terms of this Agreement.

7. Ownership; Return of Information. All Information (including tangible copies and computerized or electronic versions and summaries thereof) shall remain the property of *OWNER*. Within ten (10) days following the receipt of a written request from *OWNER*, the Company shall deliver to *OWNER* all tangible materials containing or embodying the Information received from *OWNER*, together with a certificate executed by an officer of the Company certifying that all such materials in the Company's possession or control have been delivered to *OWNER* or destroyed. The Company shall not assert directly or indirectly any right with respect to the Information which may impair or be adverse to *OWNER*'s ownership thereof.

PRIVATE/PROPRIETARY/LOCK

8. Remedies for Breach. The Company understands and agrees that money damages would not be a sufficient remedy for any breach of this Agreement and that *OWNER* shall be entitled to seek injunctive or other equitable relief to remedy or forestall any such breach or threatened breach. Such remedy shall not be deemed to be the exclusive remedy for any breach of this Agreement, but shall be in addition to all other rights and remedies available at law or in equity.

9. No Representations or Further Obligations. Neither this Agreement nor the disclosure of Information shall constitute or imply any promise or intention to make any purchase of services by *OWNER*. None of the Information which may be disclosed by *OWNER* shall constitute any representation, warranty, assurance, guarantee or inducement by *OWNER* to the Company of any kind, and in particular, with respect to the accuracy or completeness of any Information or the non-infringement of trademarks, patents, copyrights, mask protection rights or any other intellectual property rights, or other rights of third persons. It is understood that this Agreement does not obligate *OWNER* to enter into any further agreements or to proceed with any possible relationship or other transaction.

10. Term; Termination. This Agreement shall terminate as to the exchange of any new Information three (3) years after the effective date hereof. Either party may terminate the exchange of Information under this Agreement at any time by written notice to the other specifically referencing this Agreement. In any event, however, the obligations of the Company to maintain the confidentiality of the Information it has received under this Agreement shall continue for a period of three (3) years after such termination and then terminate; provided, however, that such obligation shall continue indefinitely as to Information constituting a trade secret under applicable law for so long as such Information remains a trade secret.

11. No Waiver. No failure or delay by *OWNER* in exercising any right, power or privilege hereunder shall operate as a waiver thereof, nor shall any single or partial exercise thereof preclude any other or further exercise thereof or the exercise of any other right, power or privilege hereunder.

12. Amendment. This Agreement may not be modified, supplemented or amended orally, but only by a writing signed by both parties hereto.

13. Applicability to Associated Parties. Any information disclosed to the Company by any of *OWNER*'s affiliated companies or by any company, person or other entity participating with *OWNER* in any consortium, partnership, joint venture or

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similar business combination in connection with the Project, which would otherwise constitute Information hereunder if disclosed by **OWNER**, shall be deemed to constitute Information under this Agreement, and the rights of **OWNER** under this Agreement may be enforced by any such affiliate or other entity in addition to with respect to any violation relating to the Information disclosed by such affiliate or other entity, as if such entity were also a party to this Agreement.

14. Governing Law. This Agreement shall be governed by and construed and enforced in accordance with the laws of the State of _____, without regard to its choice of law provisions.

IN WITNESS WHEREOF, the parties have executed and delivered this Nondisclosure Agreement effective as of the date first written above.

OWNER:

Company:

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

PRIVATE/PROPRIETARY/LOCK

Product Name

License Agreement Term Sheet

- Definitions
What is licensed?
- Specs of the Software (exhibit)
Definition/description?
- Delivery, testing and acceptance
How should this work?
- Grant and Scope of License
Exclusive? Non-exclusive? Etc.?
- Term and Limitations on Use and reproduction
What can partnership do with it?
- Sublicensing and transfer limitations
- Pricing Terms
Royalties? Buy? Savings?
- Acct and audit rights
As stated in the partnership agmt?
- Sales and Property tax liability
Who liable?
- Trade secret protection/Confidentiality terms
Need to be strict. In what manner may disclosure be made to vendors, particularly STB mfts?

- Title to original software and owner infringement reps
Positive stmt of ownership –will we indemnify the partnership?
- Ownership of mods enhancement and additions
Who owns?
- Source code inclusion/exclusion and protection
Must source be disclosed to partnership?
- Training and documentation req's
Any?
- Protection of Trademarks *OWNER'S*
Partnership must honor *✓* marks
- SW maintenance and technical support obligations
- Vendor warranty obligations and scope
- Limitation of liability and types of damages
- Vendor indemnity and obligations in event of infringement
- Dispute resolution provisions
- Insurance terms (vendor on site?)
- Assignment limitations
- Std boilerplate (merger, written agmt, force majeure, etc)

INTELLECTUAL PROPERTY OUTMARKETING TRANSACTION REPORT

INTELLECTUAL PROPERTY INVOLVED:

OUTMARKETING PARTY:

BUSINESS DEAL CONTACTS:

INTELLECTUAL PROPERTY CONTACTS:

ESTIMATED VALUE:

Up Front Savings
Revenues (Years) = _____

I. Executive Summary

II. Background

FIG. 208

III. Deal Structure

IV. Financial Analysis

V. Competitive Analysis

(1) Customers:

(2) Territory:

(3) Standardization:

FIG. 209

VI. Recommendation

BUSINESS APPROVAL

LEGAL APPROVAL

Signature:

Printed Name:

Title:

Entity:

Date:

006221-4505460

Project Name: _____

Project Start Date: _____

Project Resources:

Product Mgr _____ Contract Mgr _____

Mktg Analyst _____ Mktg/Sales Rep _____

1. All updates in MS Project are made at the sub-task level only.

2. In the Task # field, enter the # of the task being updated or "new" if adding a task.

3. Find the column for the field you wish to update for the task and enter update information in the space provided.

- 4. Use the following guidelines for updating fields in MS Project:**

- **Start/Finish Date** - Change the duration of the appropriate task(s) to arrive at the new start/finish date
- **% Complete** - Enter the new % complete for the task(s), either manually or using the up/down arrows
- **Deliverable** - Change deliverable field to Yes, either manually or using the option in the drop down box

[illegible]

Opportunity Score Card

Scoring Date: _____	Scorer Initials: _____	Total Score:
Product/Project Name _____		
Business Unit _____		
Business Unit Primary Contact:		IPMARK Primary Contact:
Name _____		Name _____
Phone _____		Phone _____

Score Card Key Factors	Scoring & Explanation
1. MARKET POTENTIAL <ul style="list-style-type: none"> - Product viability (i.e. unique product, benefits, support/maintenance?) - Potential customers? - Few competitive products/suppliers? - Large market, low market saturation? <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="text-align: right;">High Potential -----</div> <div style="text-align: left;">Low Potential -----</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div>10 9 8 7 6 5 4 3 2 1</div> <div></div> </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Market Potential Rating:</div>
2. PROJECT TIMEFRAME <ul style="list-style-type: none"> - Product developed & ready to market? - Ownership? Patent status? - Identified interested parties? - Deal simple or complex? - Anticipated time to sell/close/recognize \$? <div style="margin-top: 10px;"> Today ---- 6 ---- 12 ---- 18+ mths 10 9 8 7 6 5 4 3 2 1 </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Project Timeframe Rating:</div>
3. PROJECTED REVENUE POTENTIAL <ul style="list-style-type: none"> - Anticipated total revenue from project? (if no strong customers, use 1X value) <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="text-align: right;">Over 5M -- 4M ---- 1M -----</div> <div style="text-align: left;">Under 100K</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div>10 9 8 7 6 5 4 3 2 1</div> <div></div> </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Revenue Potential Rating:</div>
4. COMPETITIVE THREAT TO BELL SOUTH <ul style="list-style-type: none"> - Sale give customer competitive advantage over BellSouth? <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="text-align: right;">No Threat -----</div> <div style="text-align: left;">High Threat -----</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div>10 9 8 7 6 5 4 3 2 1</div> <div></div> </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Competitive Threat Rating:</div>
5. INTANGIBLE VALUE <ul style="list-style-type: none"> - Set stage for future big \$ deals? - Build/foster relationship w/ existing/future customer? - Officer request/interest? - Public relations opportunity? <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="text-align: right;">High Profile -----</div> <div style="text-align: left;">Low Profile -----</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div>10 9 8 7 6 5 4 3 2 1</div> <div></div> </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Intangible Value Rating:</div>
	TOTAL SCORE:

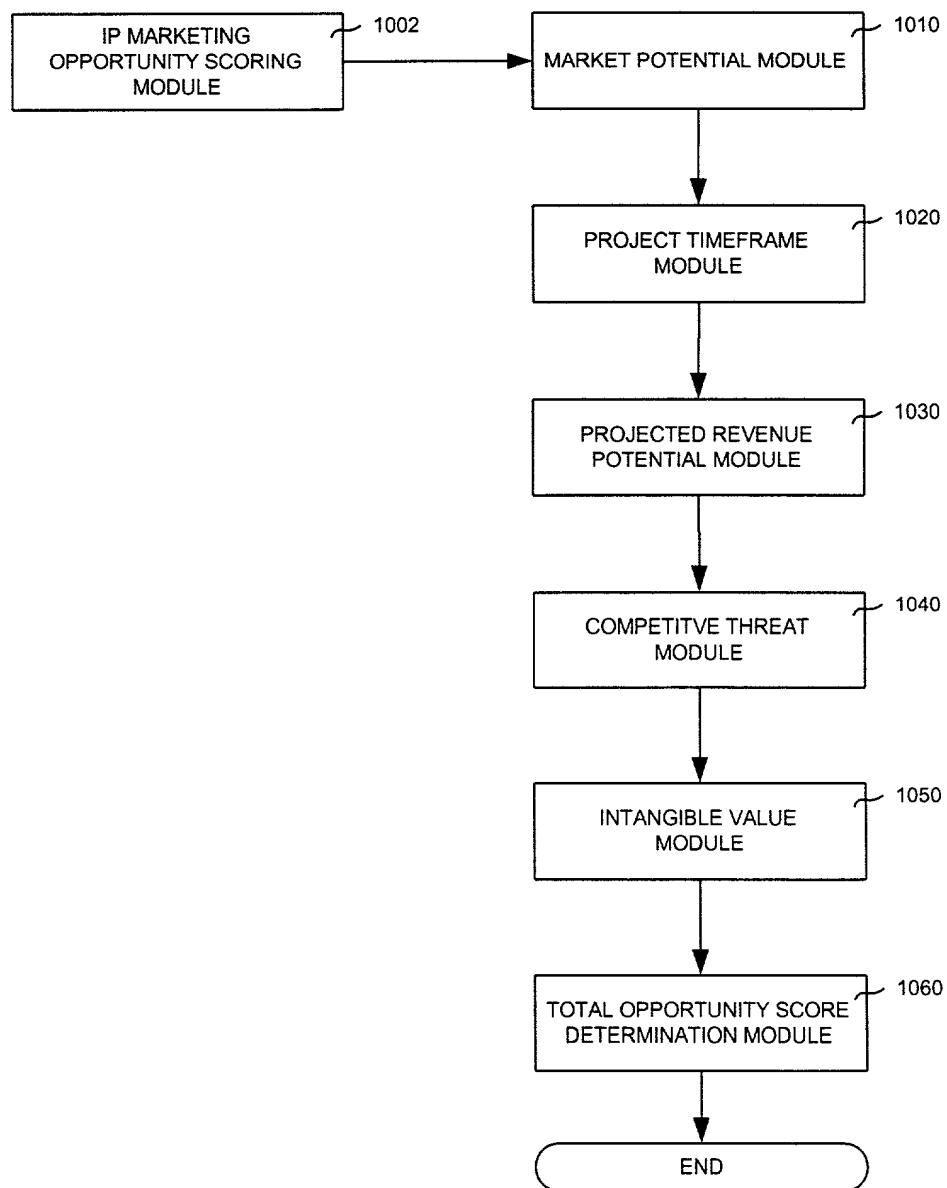


FIG. 213

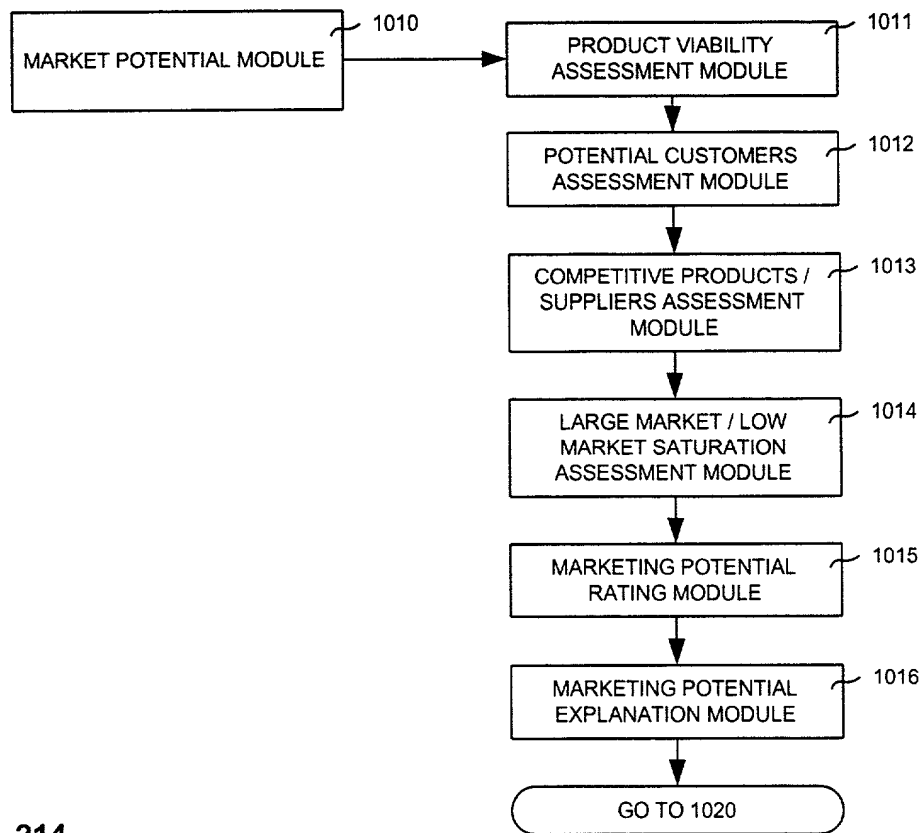


FIG. 214

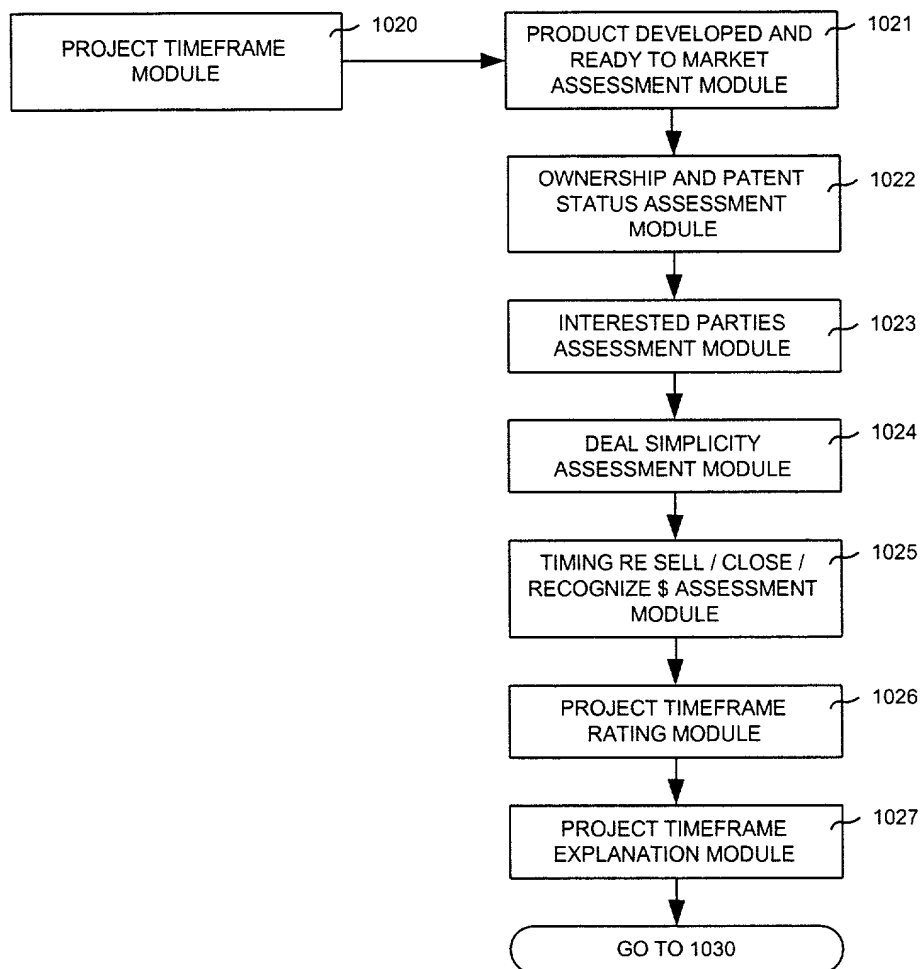


FIG. 215

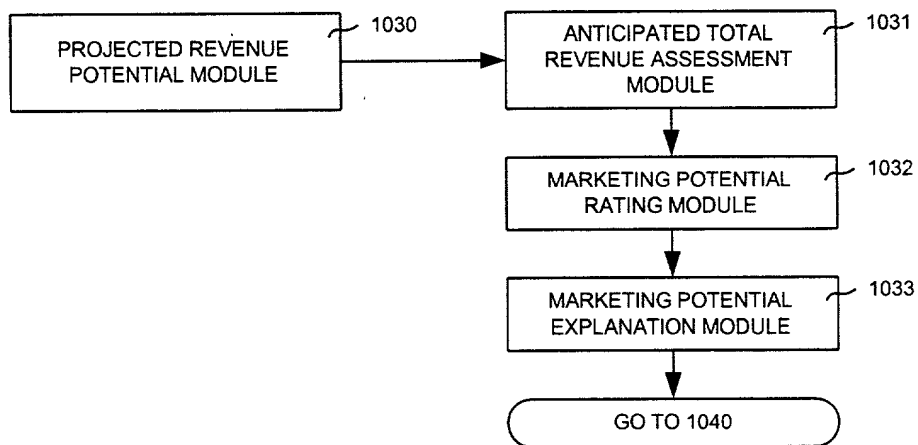


FIG. 216

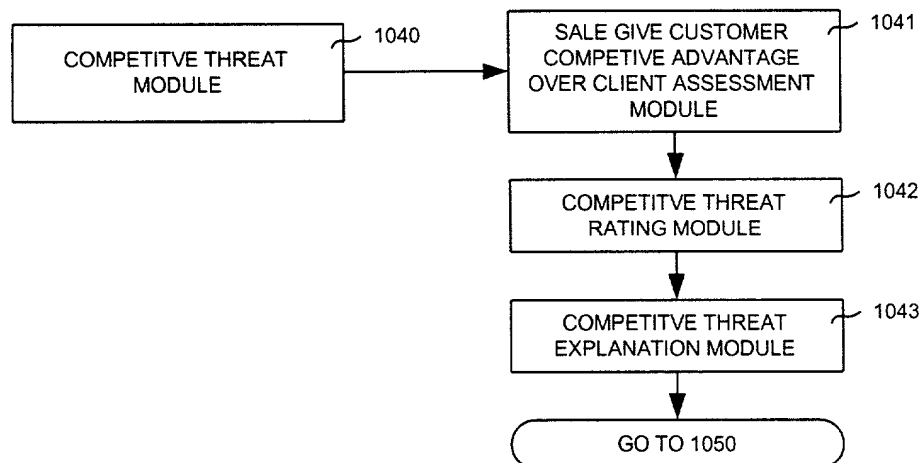


FIG. 217

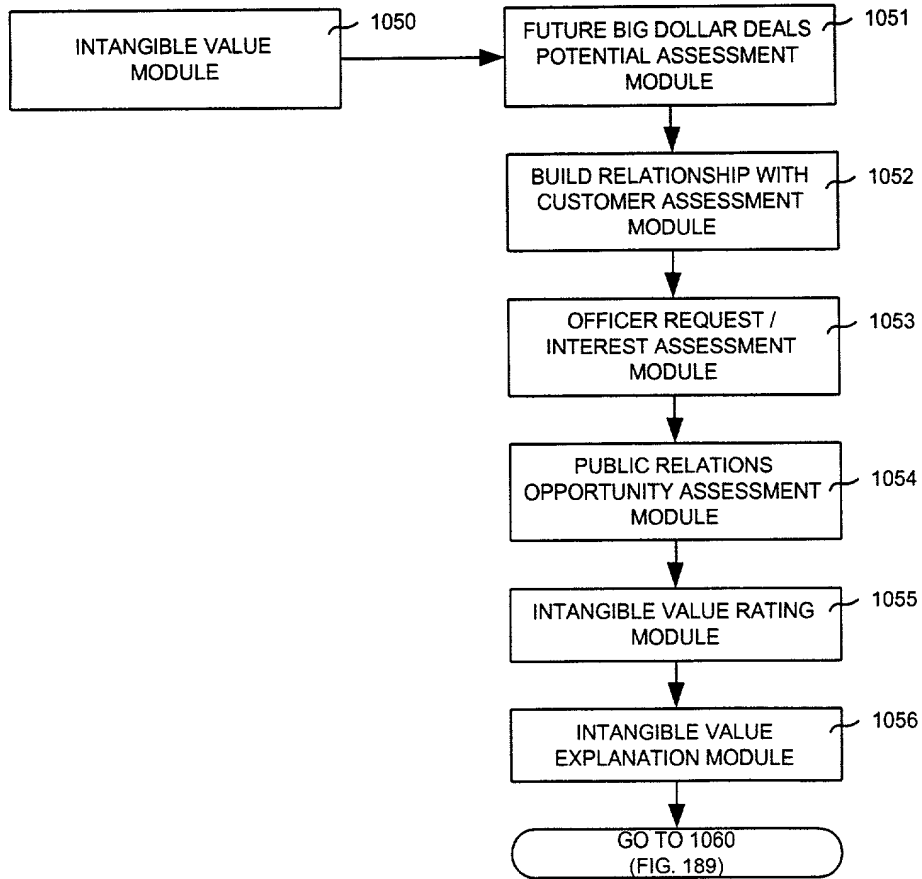


FIG. 218

INTELLECTUAL PROPERTY AWARDS PROGRAM

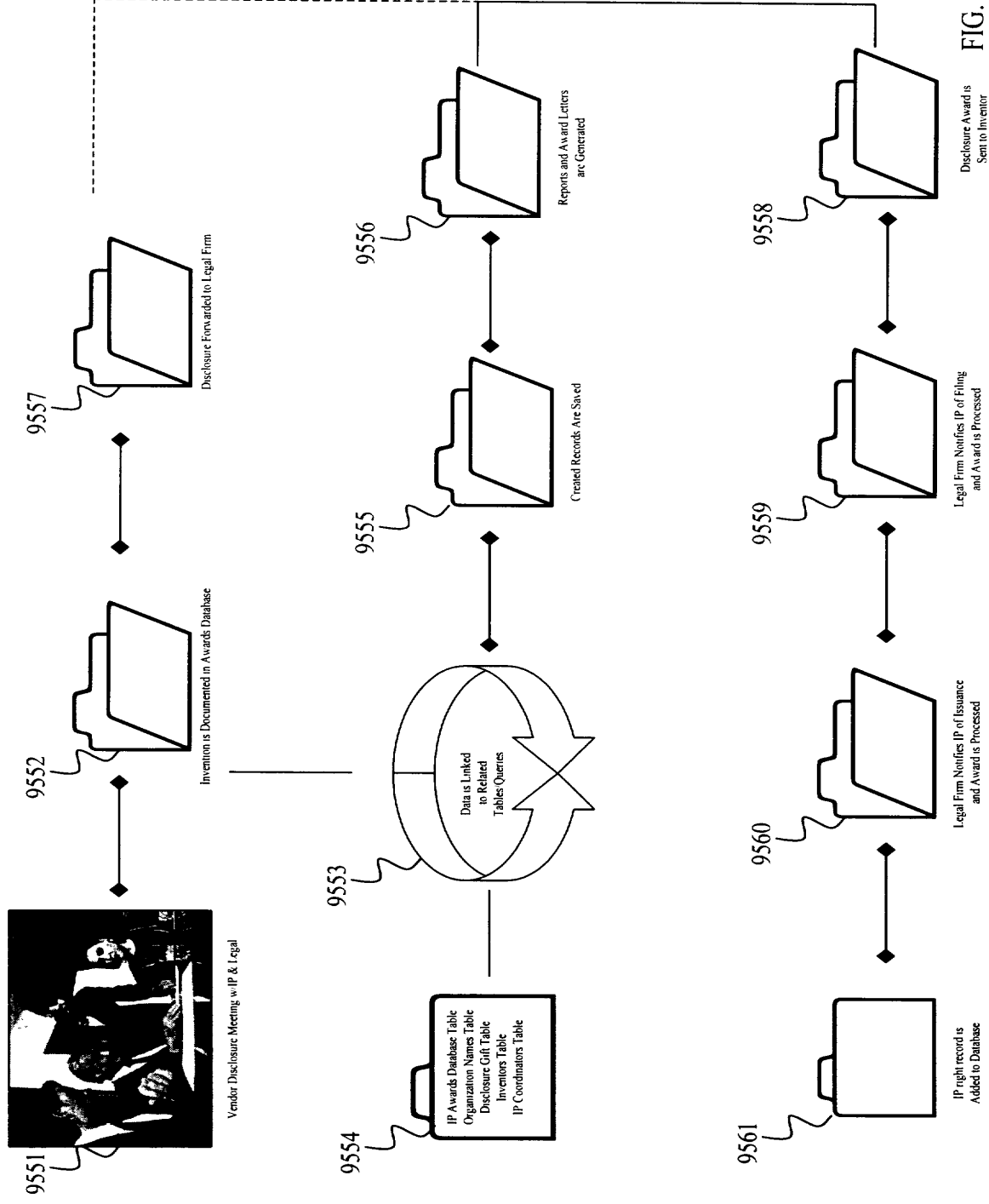


FIG. 219

>>> **Company Intellectual Property**>>

>> **10 Step Checklist**

✓ **Patents**

- ☐ Work produced by Company employees or with Company resources has been assessed for patentability if, at least one of the following occurred:
 - ⇒ Development of a new product, feature, process or software that seems unique
 - ⇒ Improvements to existing technology, product, process, or software
 - ⇒ Results that cut costs and/or improve efficiency
 - ⇒ Creation of a new business method

It is critical that employees bring their inventions to the attention of the Director of Technology (404) xxx-xxxx or the Technology Asset Manager (404) xxx-xxxx as soon as possible, and especially before any public disclosure of the invention!

✓ **Trademarks**

- ☐ The Company mark and subbrands have been used in accordance with the company's graphics standards to ensure that the significant value of the mark is not diluted. ✓
- ☐ All subbrands have been cleared by the Director of Trademarks.
- ☐ All third party (such as agents, distributors, co-brand parties, and sponsored parties) use of Company's trademarks have been authorized in writing using language approved by Company Intellectual Property Marketing Corp.

Any questions regarding Graphics and Sponsorships should be brought to the attention of the Director of Corporate Identity (404) xxx-xxxx and other Trademark questions should be directed to the Director of Trademarks (404) xxx-xxxx.

✓ **Copyrights**

- ☐ Every Company work product created by an employee or by a vendor under a "work made for hire" contract have been properly marked with a copyright notice.

It is not necessary to register the copyright in order to place the copyright notice on the work.

Any questions regarding Copyrights should be brought to the attention of the Director of Administration (404) xxx-xxxx.

✓ **Proprietary Information**

- ☐ All proprietary information has been physically marked by its originator at the bottom center margin using the approved markings.
- ☐ All proprietary information has been securely stored and properly disposed.
- ☐ An NDA or IEA has been executed due to the necessity of sharing Company proprietary information in order to discuss or negotiate a potential business relationship, and:
 - ⇒ only the minimum amount of proprietary information necessary to facilitate our business purposes has been shared or received; and
 - ⇒ any necessary patent applications have been filed prior to such disclosures.

Any questions regarding proprietary information should be brought to the attention of the Director of Administration (404) xxx-xxxx.

Ownership

- ☐ Before any development work to be done by an outside vendor (such as software, training courses or advertising) is begun, a specific written contract has been executed ensuring that Company will be the owner of the intellectual property rights in the developed technology, or work of authorship. (*see Executive Directive 12*).

Any questions regarding Ownership should be brought to the attention of the Vice President of Company Intellectual Property Management Corporation (404) xxx-xxxx.

✓ **Marketing**

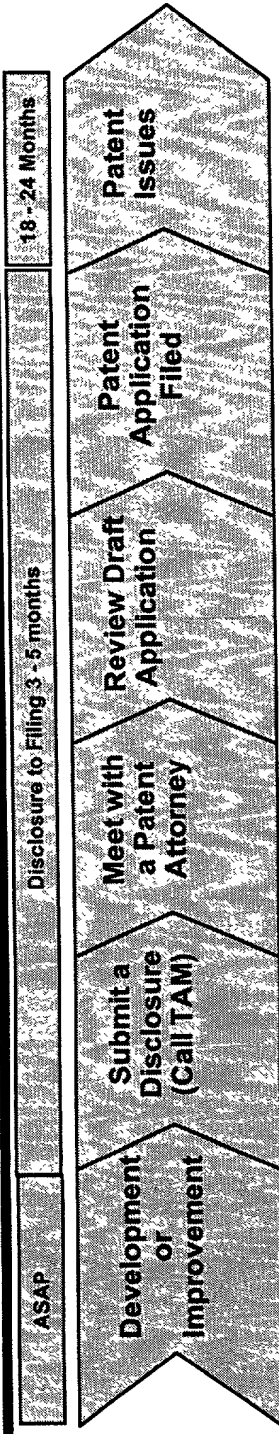
Company's policy is to maximize the value from its intellectual property.

- ☐ Opportunities to outmarket Company technology, software, systems, processes or other intellectual property to another company have been identified.

Any marketing opportunities should be brought to the attention of the Vice President of Company Intellectual Property Marketing Corporation (404) xxx-xxxx.

Patent Process Life Cycle

Patent Timeline:



Task :

- Developments or Improvements created by company
- Review for technical merit
- Initial marketing employees or with company resources
- Administrative procedures should be brought to IP Protection's attention
- State of industry will prepare at least 1 draft application
- Sufficient detail such that someone of your expertise could replicate the comments
- Outside attorney will prepare at least 1 draft application
- Sufficient detail such that someone of your expertise could replicate the comments

Time Frame:

- We have 1 year from the time an invention is publicly used or disclosed in which to seek US patent protection
- 2-8 weeks for disclosure preparation for Outside Attorney
- Mtg: 1.5 - 2 hrs
- 1-2 wks in advance
- Outside attorneys are flown in for mtg
- Attorney Prep: 6-8 weeks
- Inventor given 2 weeks to review & return to IP Protection
- 4 Weeks to receive official filing notice from the US Patent Office
- 12-18 months

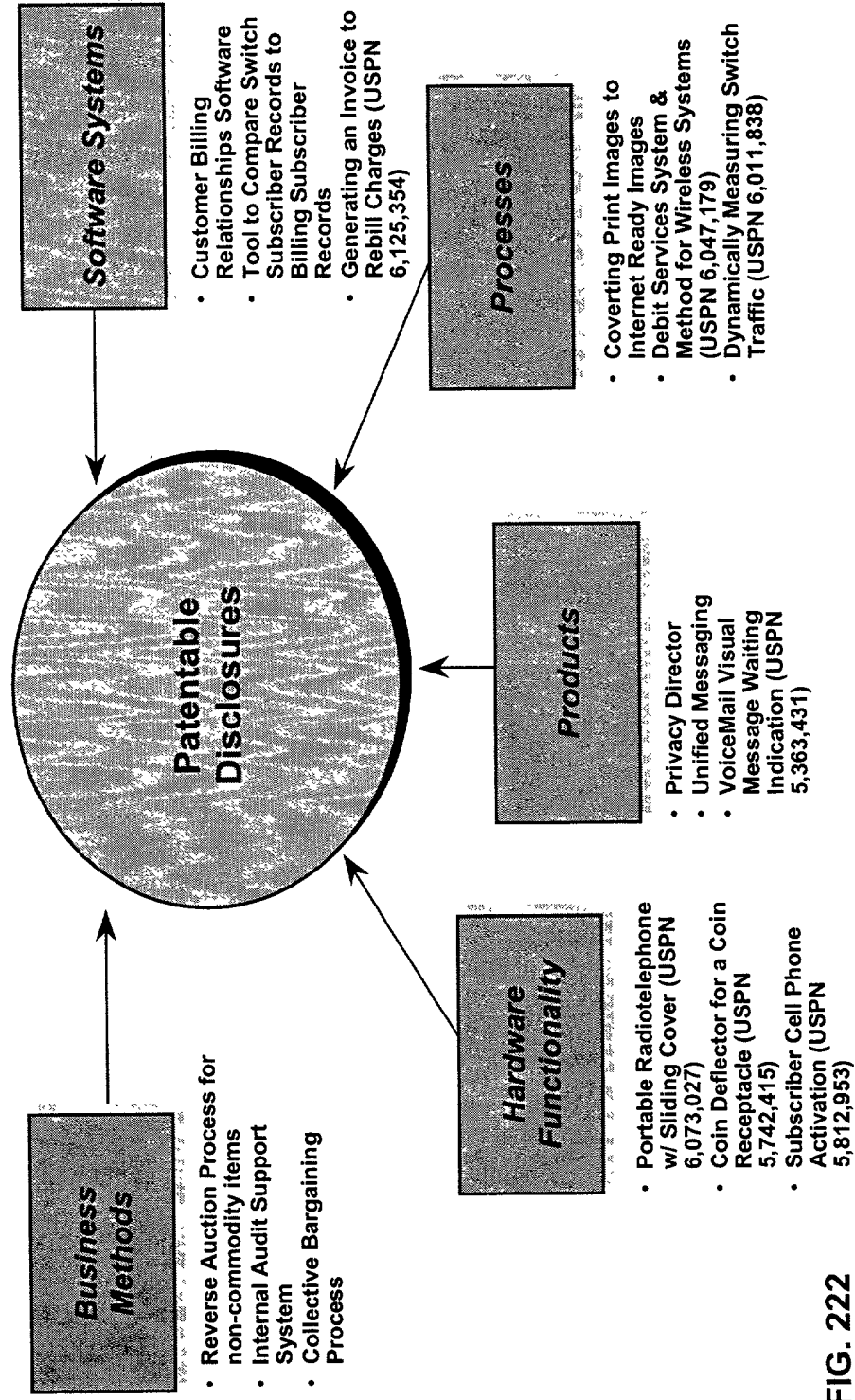
Innovation Award:

Achievement Award:

- Receive a Disclosure Gift
- Each inventor receives \$1000
- Each inventor receives \$2000
- If this is an inventor's 5th company patent, he/she will receive an additional \$2500
- 10th Issued Company Patent: Additional \$5000
- >14th Issued Company Patent: Nominated for General Award

FIG. 221

What's Patentable?



Internal Auditor

Inventor

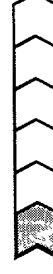
- **Identify innovations within your organization:**
 - Developed or improved a process or service?
 - Created a method of doing business?
 - Improved efficiency or cut costs?
- **Innovation:**
 - Developments or improvements by you, the employee or
 - Developments or improvements created with resources

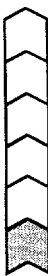


FIG. 223

IP Ambassador

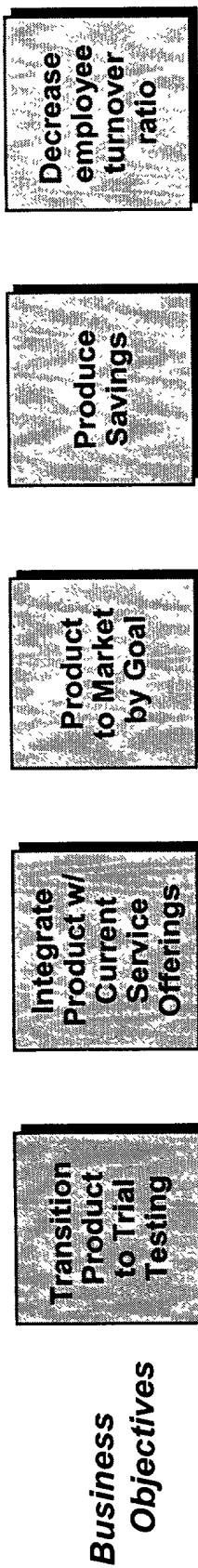
- **Raising Awareness of Intellectual Property:**
 - Assist in the education of employees
 - Identify intellectual property risks to business objectives
 - Identify intellectual property controls to those risks
 - Where appropriate, suggest IP inclusion to organizations modifying their business process.





Internal Audit & the Checklist

Sample Business Process



Business Objectives

Potential Risks

Controls

As an internal auditor, you can help educate the organization on the importance of intellectual property.

FIG. 224

90% of All Revenues Are Credited towards the Entity That Owns the IP Asset

Product licensing is a simple process:

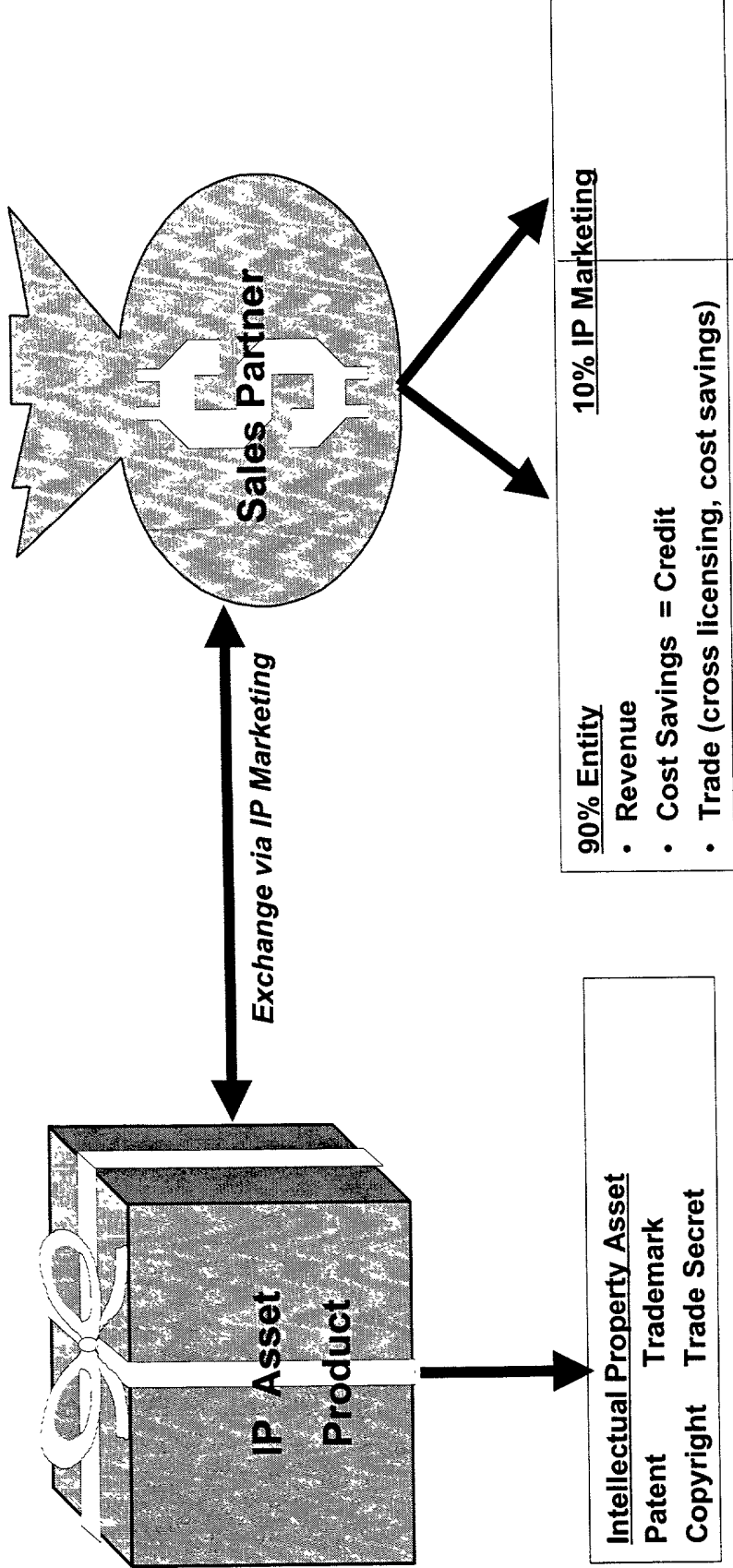


FIG. 225

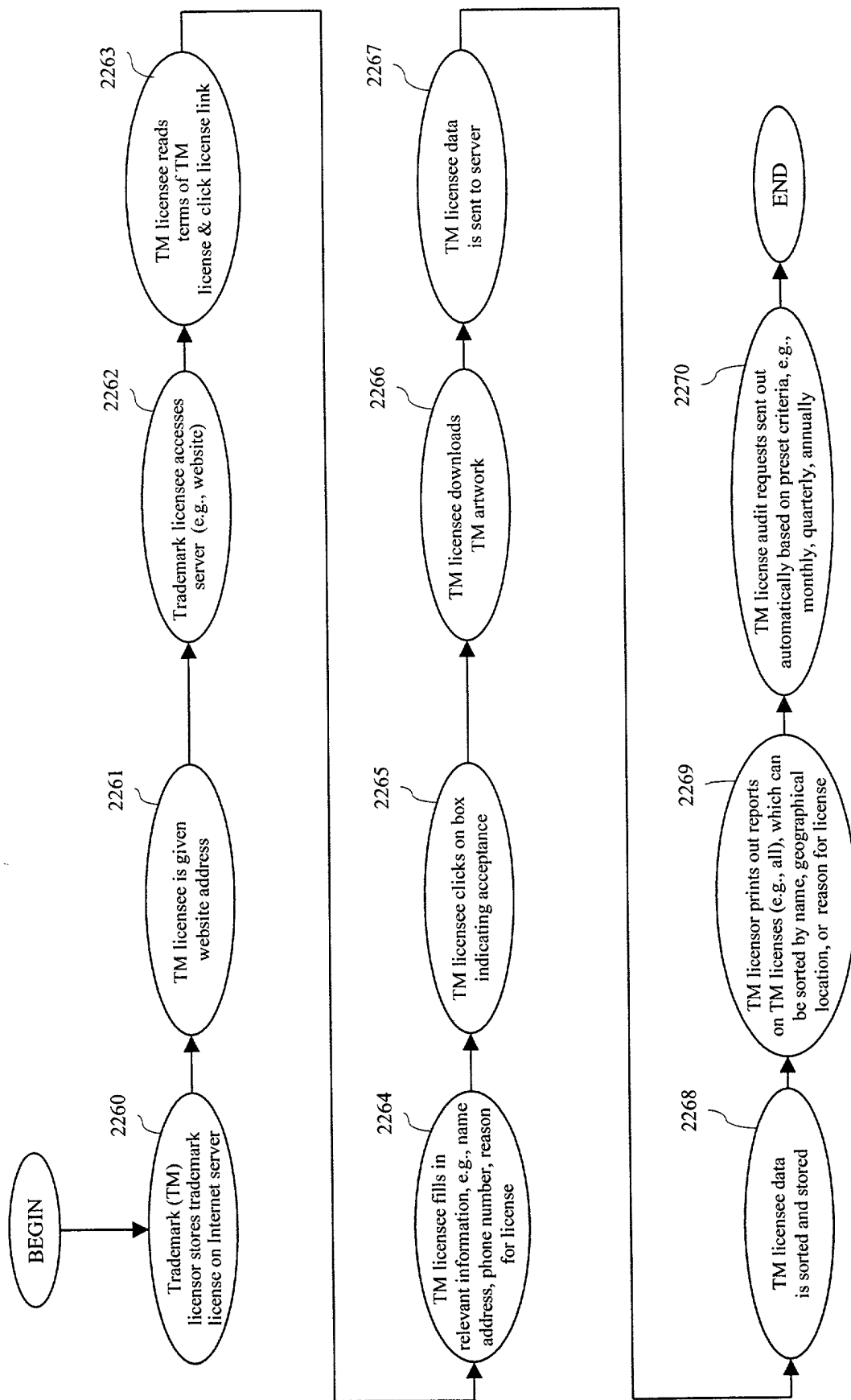


FIG. 226